

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LV.

NEW YORK, APRIL 25, 1906.

No. 4.

ONLY MORNING NEWSPAPER IN INDIANAPOLIS
ONLY SUNDAY NEWSPAPER IN INDIANAPOLIS
LARGEST DAILY CIRCULATION IN INDIANAPOLIS

The Indianapolis Star

The Indianapolis Sentinel suspended publication Feb. 25. Its Sunday circulation, amounting to 27,000, was taken over by the Sunday Star. This leaves but three English daily papers in Indianapolis.

One of the best newspaper directories published (1905-1906) credits The Star with a

Sworn Average Net Paid Daily Circulation of 85,078

The same authority gives the Star's two evening competitors a combined circulation of 88,636.

The Star's paid average for 1905 was nearly as great as the combined circulation of its two competitors.

The Star League Newspapers

Indianapolis, Muncie and Terre Haute Stars, with a combined circulation exceeding 135,000, are delivered every morning into nearly one-third of the homes of the great Hoosier State.

A flat combination rate of 15 cents per agate line has been in effect since June 8, 1904.

C. J. BILLSON
Tribune Building, New York
Eastern Representative

JOHN GLASS
Boyce Building, Chicago
Western Representative

ANOTHER JAP-A-LAC INSET



A second 4-page full-colored Inset on Jap-a-lac in the Butterick Trio

The May issues of the Butterick Trio—The Delineator, Designer, and New Idea Woman's Magazine—contain a *second* 4-page, full-colored inset on "Jap-a-lac." The first "Jap-a-lac" 4-page inset appeared in the Butterick Trio in May 1905, and was in many ways the most remarkable and most talked about advertisement ever printed. The cost of insertion was \$15,000.00, the largest amount

up to that time ever paid for a single advertisement in any magazine in all the history of advertising. ¶ So extreme an innovation as this was bound to, and did, create much discussion in the advertising world. The question was raised quite generally as to whether the use of such large space was a profitable investment. All doubt could have been settled at that time had the Glidden Varnish Co. chosen to make a statement of results. This was withheld, however, for business reasons. It is now given out that this advertisement actually paid for itself before it appeared—a mere announcement of it to the trade creating at once an enormous distribution to meet the consumer's demand induced by this large, brilliant display among a million and a half readers. ¶ The wonderful commercial success of "Jap-a-lac" is a splendid proof of the out-and-out advisability of large space. Five years ago "Jap-a-lac" was unknown outside of the Glidden Varnish Company's own factory and beyond a few dealers who knew its superiority as a floor and furniture varnish. Its present great distribution and sales have been made by the persistent use of large space resulting in a *minimum expenditure of both time and money*. ¶ The re-appearance of the "Jap-a-lac" inset at the increased cost of \$18,000.00 and the fact that this second inset has been preceded by 4-page, full-colored insets in the Butterick Trio on "Ready-to-Make Garments," "Pond's Extract Soap," and "Diamond Dyes," seemingly indicate that, instead of being a venture, the 4-page inset is a proven success, and merely typical of present conditions in the advertising and commercial worlds.

RALPH TILTON

Manager of Advertising
Butterick Building, New York

W. H. BLACK

Western Advertising Manager
Chicago, Illinois

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LV.

NEW YORK, APRIL 25, 1906.

No. 4.

DO MAGAZINES HURT NEWSPAPERS?

BEN B. HAMPTON SAYS THEY DO NOT, AND SUGGESTS A NEWSPAPER REFORM THAT THE ADVERTISING AGENCIES WOULD WELCOME—NO ADVERTISING HAS BEEN DIVERTED FROM THE NEWSPAPERS, BUT THE AGENTS' ENERGIES HAVE—UNSTABLE RATES AND LACK OF PROTECTION HURT NEWSPAPER ADVERTISING—THE REMEDY.

On April 10 the executive committee of the American Newspaper Publishers' Association held an important meeting in New York, and it is alleged that the subject of magazine competition came up for thorough discussion. Those present were S. S. Rogers, Chicago *Daily News*, president of the association; Herbert F. Gunnison, Brooklyn *Eagle*, secretary; Charles H. Taylor, Jr., Boston *Globe*, and W. L. McLean, Philadelphia *Bulletin*. While no action was taken, the newspaper publishers have for some time felt that magazines now get much advertising that a few years ago came to dailies. It is admitted that magazine publishers have been more consistent in protecting advertising agents, with the result that the latter has good reasons to favor them. Some concerted action is thought necessary, and such may be the ultimate result of this meeting.

One of the general agents who has given most thought to this problem that the publishers are discussing is Ben B. Hampton, president of the New York agency bearing his name. It is said that the Ben B. Hampton Co. alone, of

all the general agencies established within the past ten years, has built up a thorough newspaper advertising department. Mr. Hampton was sufficiently interested in the question brought up at the committee meeting the other day to give his views for PRINTERS' INK:

"We are friends of the newspapers," he said, "and place with them every year a large volume of business. Many of our general accounts, such as Regal Shoe, involve local newspaper advertising in a chain of cities, and we place a great deal of general advertising in the dailies. We started in five years ago to build an agency that would place advertising in any medium that paid a client, so we have to-day a newspaper department, a magazine department, an outdoor department, a street-car department. Our newspaper department has cost us endless time, energy and money, and if it were to be built up again I doubt if I should want to tackle the job, notwithstanding its value. It has cost us more than \$125,000 as it stands—expense of correspondence, rate dickering and confusion resulting from the disorganized state of the newspaper press. The same work among the magazines cost us not more than \$250, so you can see what the temptations are to an agent to favor the latter. Newspaper advertising costs too much to place, the papers don't protect those who develop business, and the general agent can't be blamed for slighting them.

"Much has been said lately about the 'diversion' of general advertising from newspapers to magazines. It seems to me some

of the newspaper men are not clear in their own minds as to the magazine situation. I don't think any real 'diversion' has taken place. Agents haven't carried advertising from newspapers to magazines. It is true that magazine advertising has increased by leaps and bounds in recent years, while general advertising in newspapers has remained at a standstill. It is also true that nearly all the agencies are giving most of their energies to magazine advertising, where a few years ago the newspapers received the benefit of their work. The real diversion that has taken place is *not* advertising, however, but a diversion of the agents' energies. The agent has learned that it pays him better to work for the magazines. Why? For several reasons:

"First, for the very strong reason that magazines bring good results to most advertisers. The cost of a newspaper campaign to cover even a section of this country is heavier than most advertisers can afford. Magazines, by comparison, are inexpensive. The difference in cost is such that an advertiser whose product can be sold by magazines can't consider newspapers.

"Second, the agent has learned that he cannot handle newspaper advertising on a commission of ten per cent and make money for himself—that is, if he gives both client and newspaper a square deal. Unfortunately, the tendency of newspapers lately has been toward ten per cent. The movement was started with the best intentions, and I think some good has grown out of it. But I sincerely believe the newspaper commission should be at least twelve and a half per cent, with two or three per cent cash discount, or fifteen per cent with two or three off for cash. Magazines pay from ten to fifteen per cent. But cost of handling magazine advertising is not so great. Not so much copy is required. Checking and such items are lighter. Is it surprising that the agent should direct his energies toward the me-

diums that please his clients most and offer the fairest margin of profit? There can be no question as to the pleasing effect of magazine advertising—magazines are printed on better paper, with better ink, and with more time and care. Good cuts, good typography, good effects are possible. They are seldom possible in newspapers, and this must count with an agent. Several years' experience are needed before an advertiser appreciates the difficulties of newspaper manufacture. While he is going through his initial experience he is always worried because his ad isn't as bright in the paper as it was in proof, and is bothered about poor position, and all that.

"Third, magazine publishers and advertising managers have learned that in protecting themselves they also protect the legitimate agent. The Quoin Club, an association of magazine advertising managers, works quietly, but most effectively. As I understand it, they are bound by no ironclad rules. I don't know how the club manages it, but I *do* know that legitimate agents are protected, and illegitimate ones are not allowed in their publications, directly or indirectly. There is no half-way business about it. They simply see that the bad agent is kept out, and do not allow him to resort to subterfuge to achieve his point. So the creative agent knows he can build up magazine business with some feeling of security. He knows that so long as he gives client and magazines a square deal, the magazines will protect themselves by protecting him. I believe that is the lesson the newspaper publishers must learn if they are to receive an increased volume of general business.

"It has been suggested that newspaper publishers come together, organize and employ a competent adwriter to prepare literature to send to advertisers, telling them why they should use newspapers instead of magazines. I don't believe a campaign of this kind would be worth the postage.

(Continued on page 6.)



REG. U. S. PAT. OFF.

FOUNDED A. D. 1728

It is cause for comment that with such high-grade literary matter, the SATURDAY EVENING POST is able to attain such a large circulation—750,000 each week. "Popular" papers are wont to make their bid for public favor by purveying low-class reading.

The SATURDAY EVENING POST, however, has achieved the largest circulation of any weekly in America with really good literary matter. The work of Robert Chambers and George Horace Lorimer, not to mention others, ranks with the best contemporary fiction.

This unique position of the SATURDAY EVENING POST is food for thought. Here we have a large circulation, which is admittedly an economy in advertising, united with quality, for our readers must appreciate the best or they would not buy it.

This means that we can offer to the advertiser the cream of the great buying public; it means that our readers constitute the commercial blue-book of America.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

BUFFALO

It proceeds from a wrong basis. There is unquestionably a tremendous volume of advertising that should be developed for the daily papers. It is not being developed to-day. Yet I seriously question whether any large amount of advertising that belongs to dailies is going into magazines. The newspaper attitude toward magazine advertising is wrong, and should be corrected. Magazines are getting business that belongs to magazines, and none that belongs to dailies. The American advertiser isn't a fool. Usually he is just the reverse of that, a hard-headed, practical business man. He would not continue magazine advertising unless he found it profitable.

"The job newspaper publishers have in front of them is to develop those advertisers who need newspaper advertising. There are certain advertisers, for instance, whose products are not sold daily. Take the manufacturer of men's clothing. The ordinary man buys two suits of clothes a year—one in spring, one in fall. The clothing manufacturer will reach that prospective buyer once a week, or once a month, in from one to twenty-five magazines, persist, and in several months' time create in the reader's mind a desire to know more about that clothing. If the manufacturer undertook a newspaper campaign in every town where his clothing is sold he would eat into his profits to an extent that would make it unprofitable.

"Do not misunderstand me. Clothing manufacturers are advertising in the dailies all the time. But they are not doing it systematically, or over wide territory. They use newspapers to brace up weak spots, or develop new territory. They depend on magazines to give general publicity. They depend on their local agent doing the newspaper advertising to give them local publicity. This is undoubtedly a sound theory of advertising.

"But on the other hand, a manufacturer of crackers needs the

daily papers because his product is sold daily to the consumer. Magazines will be beneficial, but the daily or every other day effect can only be produced on consumers by newspapers. Likewise, a maker of five-cent cigars finds the daily paper his best medium because his product is consumed hourly, and he has a chance every day to persuade the newspaper reader to become a buyer of his products. There are two distinct classes of general advertisers, one with propositions especially adapted to magazine publicity, and another to newspaper work.

"If newspaper publishers want to develop a great mass of business that properly belongs to them, why shouldn't they utilize the great advertising agencies that are organized to get business, and to handle it? I think any careful observer will agree that agencies have improved in the past five or six years to a degree little short of marvellous. Five years ago the agency was conducted on a commercial competitive basis. To-day it is practically on a professional basis, and the element of competition has been placed where it belongs—that is, in the matter of service. Advertisers have learned that it is cheaper to pay a high-priced agent to do the work. The commission-splitting scalper is decidedly unpopular.

"Advertising agents are willing to develop newspaper business if the newspaper publishers will convince them that it will pay. Magazines will not suffer by a movement of this kind. Advertising in general will be benefited by it. Newspaper publishers will be tremendous gainers. Let them learn from the magazine publisher how to protect themselves by protecting the agents. Not even an organization is necessary. Did the magazines reach their present position of stability by organizing? Not at all. Cyrus H. K. Curtis laid down certain rules for his publications respecting the relation between agent and the *Ladies' Home Journal* and *Saturday Evening Post*. These rules were

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simple. The agent agreed to maintain rates before he was recognized, and if an agent cut rates he was refused recognition, and could not get into the Curtis periodicals by a back door. Just because it was a good thing, a just thing to the agent, it brought business, and soon all other magazine publishers adopted the Curtis agreement voluntarily. There was never any meeting—no organization—nothing mysterious.

"If twenty-five of the leading daily papers of this country would compel the leading advertising agents to sign an agreement similar to that of the Curtis Publishing Co., the tide of business would be turned their way. For it would mean that all other newspaper publishers would have to stand for protection to the agent and an unvarying rate. Lack of these has lost the daily papers thousands of dollars in business that, instead of being diverted to magazines, has simply never been developed. It is only fair to say that, in my experience the past two or three years, there has been a general straightening out of newspaper rates and rules. I believe that between 100 and 150 leading papers in this country are maintaining their schedules. If one in every six of these would put into effect the magazine agreement with agents this problem would be entirely cleared up. A tide of advertising, brand new advertising most of it, would be turned toward the dailies in one year."

AN ODD MUNICIPAL ADVERTISEMENT.

Gardner, Mass., claims to be the largest chair-manufacturing town in the world—or, at least, that it manufactures the most chairs. Its population is 12,000. The *Strand* prints a view of an enormous chair which was lately erected on the lawn in front of the Gardner railroad depot. Six hundred feet of lumber were used in its construction. It is twelve feet high and weighs 1,200 pounds, and was put up in its location as a novel advertisement of the town's industry.

ARISTOTLE says, "Pleasantry is wantonness schooled by good breeding." Let us be careful, therefore, in its use.
—*Star Monthly Solicitor*,

THE advertiser who sticks month after month and year after year, is, after all, the surest check on the value of a periodical. Please check *Star Monthly* with this fact in mind. Ninety-five per cent of the keyed ads are from old clients.—*Star Monthly*.

THE man who has attained a measure of success not because he has not advertised, but in spite of it, belongs as a rule to the family that is profiting by other men's outlay.—*Agricultural Advertising*.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

Lincoln Freie Presse

Lincoln, Neb.

Actual Average Circulation **149,281**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

FOR 13 TWO-CENT STAMPS

We will mail you a TRIAL SAMPLE (full length) of our best quality typewriter ribbon—The "Ribbotipe." Only one shipped to a customer at this special price; all subsequent orders to be at our regular rates. CLARK & ZUGALLA, Typewriter and Office Supplies, 100 Gold St., New York. State machine and color.

ADVERTISING THAT TRULY CREATES.

CONSOLIDATIONS GAVE THE STANDARD SANITARY MFG. CO. FOUR-FIFTHS OF ALL THE BUSINESS IN ITS TRADE—THEN ADVERTISING WAS EMPLOYED TO BANISH OLD-FASHIONED PLUMBING FIXTURES—RESULT: A FOUR HUNDRED PER CENT INCREASE IN SALES IN FIVE YEARS—HOW THE RETAIL PLUMBER WAS ENLISTED.

For cartoon purposes the Standard Sanitary Mfg. Co., of Pittsburgh, might figure as the "bathtub trust." Though its capital is only \$5,000,000 the company makes fully eighty per cent of all the bathroom, lavatory and toilet fixtures produced in the United States. The corporation represents successive consolidations of factories and interests, the last of which was effected about six years ago, and put it in the position where a superficial observer might have concluded that all the best business in its trade would come to it naturally. But it was precisely when this strong position had been attained that the company began to advertise in earnest. Standard advertisements can be found in old magazines of ten, fifteen and even twenty years ago, and they are advertisements on much the same lines as those printed to-day, showing bathroom fixtures in a way likely to interest home builders. Inquiries from advertising ten years old are occasionally received at the Standard offices—not long ago an inquirer sent an advertisement from an issue of the *Ladies' Home Journal* twelve years old. The company's advertising appropriation has always been liberal in proportion to its gross sales. But until five years ago no systematic plan was followed, and advertising was often done without proper adjustment to conditions in the plumbing trade. One year \$5,000 would be appropriated for publicity, the next \$25,000, the next \$10,000, and so forth. There came a year once

when the directors decided such progress had been made that they would save the whole advertising appropriation. It seemed like finding money when this action was taken. But the \$5,000 or \$10,000 saved had to be spent several times over before lost ground could be regained in after years.

The company began to get adequate returns from its advertising only when it had analyzed its proposition and applied the proper measures to each section of the plumbing trade. That was five years ago, and since then its business has increased four hundred per cent. A bathtub has a long road to travel between the factory and the consumer. The plumbing trade is highly organized. Manufacturers sell only to jobbers, and these to the retail plumber. The latter sells sometimes to the consumer, the man who is building a house. But like as not the architect comes in here as one more factor to be taken into consideration in the long interval, while politics may enter into the equation where a hospital, a prison, a school, a public building is concerned. The Standard formerly took magazine space to tell the consumer that its goods were best, most durable, most beautiful. But the consumer, however much he might be impressed, got Standard goods only by chance. A new tub or lavatory was produced, the jobbing trade was notified by means of plumbing journals, the jobber was expected to convince the retailer that the new tub was a good thing, the consumer was told about it in magazines, the architect was furnished with a catalogue. Sometimes all these cogs and wheels worked together so the consumer got a Standard tub. But in many cases another was substituted somewhere along the line. The retail plumber was expected to tell the architect about Standard goods, and the jobber was expected to tell the retailer. There were at least two gaps in the connection. Consumers were not

adequately informed on the merits of fine sanitary goods. A bathtub was simply a bathtub. The public knew nothing about differences in enameling, had little appreciation of beauty in sanitary fixtures.

Besides the obvious conclusion that this system was wrong, the company believed that its annual sales represented but a small percentage of what might be sold if people were awakened to the cleanliness, beauty and economy of modern open plumbing fixtures. New building operations made a huge demand. But how about the demand that could be created if the public could be induced to tear out old-fashioned zinc bathtubs, iron sinks and similar antiquated fixtures? Even periodicals that dealt with home-making gave little attention to plumbing. A campaign of education was needed, with a system for following up demand and seeing that the consumer got Standard goods.

Then began the advertising that has since been steadily in the magazines—full page announcements, two-thirds of the space being taken up with a good view of a modern bathroom installation. "Modern bathrooms" was adopted as a catch phrase, and, has been adhered to for five years. A booklet for inquirers was given this phrase for title, and the "modern bathroom" idea was hammered at the public in the brief text of each advertisement. Second, the idea of economy was emphasized, and that it might be clear and definite the approximate cost of setting up the installation shown was given in each ad. One month a costly bathroom would be shown, with shower, sitz, foot baths, etc., while another an installation for less than \$100 would be pictured. Views were photographed from model equipments, set up at the factory, complete in all details. Third, a distinctive style of type was adopted for the word "Standard," as a trademark. This type has even been applied to the company's typewriting machines for

use where the word is employed in correspondence. Fourth, a label was adopted and featured in the advertisements, readers being warned to look for it on fixtures sold them by retail plumbers.

Almost as soon as this larger advertising campaign started it began to uncover cases of substitution of goods. The label, the trademark—people were moderately insistent upon getting these. But the installations show in the magazines, with prices! Those they wanted down to the slightest detail, and plumbers could not talk them out of it. These installations proved of such popular interest that the company was at first in indifferent shape to take care of the unexpected flood of inquirers. The desire of the public for Standard goods had been awakened in a few months, but no definite system of delivering them through a complicated trade organization had been perfected. Correspondence piled up because it was often impossible to tell an inquirer where to go and see the goods. Retail plumbers do not carry large stocks, for the number and variety of fixtures comprised in the output of a company like the Standard is too great. Jobbers carry the stocks, and retail plumbers draw on them as wanted. Therefore, even where a plumber was favorably disposed toward Standard products, and willing to act as an auxiliary in carrying out the purpose of the advertising, when a customer came to him he could usually show nothing but pictures in a catalogue, like those in the magazines.

An ingenious way of getting around this difficulty was devised by the Standard's sales department. A prize competition for plumbers was started, cash rewards aggregating \$1,000 being offered for the best displays in their shops and show-rooms of model bathrooms following the installations in the magazine pictures in both goods and cost limit. Original designs were also permitted, but held within cost limits likely to

appeal to the plumber's own trade. Standard goods for these displays were sold the plumbers at discounts, and awards were to be made by means of photographs, three plumbing journal editors acting as judges.

As a result of this contest many hundreds of bathroom displays were erected in plumbing shops all over the United States and Canada, and when plumbers saw how such displays helped them sell goods in co-operation with the Standard advertising they let them stand permanently. Each contestant was required to send his name and address, with character of display, to the company, and this was filed. When inquirers in his neighborhood wrote for a booklet they were also referred to the plumber who had a display in their locality. It did not take other plumbers long to see the profitable side of this direct application of magazine advertising. Other displays were erected voluntarily, and to-day the company has large State maps, dotted with pins, each representing a retail plumber who has a display and will take care of results. So thickly are they scattered over the United States that even in remote, sparsely settled regions a Standard dealer is certain to be found within ten or fifteen miles, while in the East one may often be reached within that many blocks.

While the magazine advertising has brought a large percentage of replies, and these replies a large percentage of actual business, it is not too much to say that three-fourths of the company's success has been attributable to co-operation of retail plumbers. Whether the latter had any love for the Standard to begin with is questionable. Probably not. But to-day the Standard has the retail plumber, and has him right. He was not the sort of individual to be won by fair promises or pleasing prospects. At the outset of the campaign, when there were inquiries to be referred to him, it

required a great deal of tact to avoid jealousies among competing plumbers. When the scope of the company's advertising was realized, however, these disappeared, for there was enough patronage to more than go round. But even then, success was not won until the company had convinced the plumber that it was spending money for his benefit rather than using him as a convenience in furthering its own ends. Referring inquirers to retailers was only the beginning. After model installations had been put in by plumbers it was realized that the retail trade needed help and suggestions as to modern ways of doing business, how to sell goods, how to keep books, how to estimate on work. So a publication called *Modern Sanitation* was started. This has become wonderfully popular. Its monthly edition is 32,000 copies, and in the solidity and practicality of its articles it is pronounced one of the best trade journals that can be read by a retail plumber. While serving as an official organ for announcing the Standard's new goods, backing up magazine advertising, *Modern Sanitation* publishes valuable technical articles by the best sanitary engineers, many quaint historical articles on plumbing, bath appliances and sanitation of past times, interesting articles and even stories bearing on sanitary usages in other lands, and articles on methods of conducting a retail plumbing business. These last have done most of all to make friends. A plumber's training is usually mechanical. He learns his trade as an apprentice and journeyman, rising to a shop and business of his own. Not thoroughly familiar with modern accounting or business science, he is often grateful for help. *Modern Sanitation* has furnished this aid. A series of articles on "Bookkeeping for the Plumber," by George W. Ryan, accountant of the company, proved so popular that they had to be republished in book form, and 15,000 cop-

ies were distributed. A regular department of advertising and salesmanship is printed, with articles on window-dressing, estimating, taking inventories and other business details. Material is drawn from the most complete library on plumbing and sanitation in the country, which is owned by the company. A number of specialists are continually ransacking European libraries and museums for pictures and information about baths, plumbing and sanitation of the Middle Ages and ancient times. This periodical cost \$40,000 last year. But it has paid handsomely in good will.

The company's booklet, "Modern Bathrooms," has had a circulation of 250,000 copies since the first edition was issued in 1901. Eighteen installations of bathrooms costing from \$70 to \$542 are shown and described minutely, each detail itemized, while window, wall and floor treatment of bathrooms is also considered, with decorations, installation of kitchen and laundry fixtures, etc. A booklet on the use of the shower bath, "For Beauty's Sake," has been circulated to the extent of 100,000 copies; 500,000 copies of "Modern Home Plumbing," a smaller booklet of bath and kitchen fixtures, have been sent out, 500,000 of "Modern Lavatories," 200,000 of "Standard Baths" and 25,000 of "Modern Sanitary Appliances." Others have been printed in half-million editions. One of the most sumptuous catalogues ever issued in this country, it is said, is the Standard book for architects, which cost \$150,000. Two years were spent in making photographs to illustrate this work, each installation of bath, laundry tub, lavatory, cesspool, drinking fountain, etc., being set up with goods shipped from the different factories, and photographed. From 3,000 photos the best were then selected. No money is spared on work of this character, it being the rule to spend as long as results are in sight, but never to spend needlessly. A certain per-

centage of profits is appropriated yearly for the sales department, and from this an advertising fund is set aside of which, roughly, a quarter goes into magazine space, a quarter to follow-up work, and the rest for printed matter. The company maintains a large printing plant of its own, and also a picture-framing shop from which are sent out annually hundreds of large pictures to be hung in plumbing shops, showing factories, photographs of model bathrooms, etc. The advertising expenditure changes in character from year to year, as one year there will be the expense of a large catalogue to meet, and again this item will be distributed among other mediums.

Not only magazines are employed, but newspaper advertising and outdoor mediums. Wherever policy dictates the newspapers are used. Standard ads are now running in 600 of them, covering chiefly towns under 20,000 population both to supplement the magazines and help plumbers locally when advisable. Street cars are used in some of the cities, with billboards and illuminated bulletins. When it becomes expedient to go for trade locally the company does not hesitate to cover a single town or city as though it were a local concern, but the growth of its national operations has been so great that local advertising has not been taken up as thoroughly as it might be. Another medium that has been very useful in its place is the decalcomania transparency, showing the guarantee label in colors. This is in place on the windows of 15,000 plumbing shops in the United States, Canada and Europe. A traveler saw one not long ago on the window of the postoffice at Odessa, Russia, where it had been fixed, evidently, on account of its brilliancy. With each of these transparencies mailed to a plumber goes a postal which he is asked to sign and return, indicating that the decalcomania has been received and put up. Another profitable form of advertising have

been exhibits at all the large expositions of recent years. Medals and awards from St. Louis, Chicago, Buffalo, Omaha, the Philadelphia Export Exposition, and world's fairs in Paris, Osaka and Glasgow, have been turned into advertising capital to some extent. But the chief return is in the opportunity to show goods and distribute literature.

In *Munsey's* for April, 1906, appeared a four-page advertisement of the green-and-gold guarantee label, which is affixed to every genuine piece of Standard ware. This is an assurance that any piece which proves defective in two years, by crazing or cracking, will be replaced with new. A peculiarity of the enamel, it is said, is that hidden defects not to be found by the most rigid factory inspection will appear within six months or a year after, while the tub or lavatory that wears without blemish two years is good for twenty. When desired this unwritten guarantee of the label is supplemented with a written agreement.

A limited amount of advertising is done in Great Britain, where the company has built up a considerable trade. Magazines devoted to the home and country life are used over there, chiefly. British publicity is in charge of the Paul E. Derrick agency, London, while in this country Standard advertising is placed by the Frank Presbrey Company, New York. Thus far little active work has been done in Europe, though Standard fixtures have been installed in the palaces of King Edward, the Kings of Belgium and Italy, Prince Constantin of Russia, etc. The company has been too busy with home growth to build a large export trade, but has in Pittsburg complete lists of plumbers in Great Britain, Europe, etc., so that a period of commercial depression in this country would find it prepared to enter foreign markets effectively.

Twelve factories were merged in the Standard consolidation six

years ago, but a number of the smaller have since been sold. Two large plants are operated at Detroit and a third is being built in that city; three other factories in Allegheny, Louisville and New Brighton (Pa.) will soon be supplemented with a seventh plant in Camden, N. J. These are all "twenty-four hour" plants, running day and night, and employ 5,000 people. The company also has branches in New York, Chicago, Boston, Philadelphia, Pittsburg, Cleveland, New Orleans, St. Louis, Montreal and London, Eng. Seventeen other companies in the same trade are its competitors.

The Standard advertising department in Pittsburg is managed by E. F. Gregg, who is assistant to first vice-president Francis J. Torrance, head of the sales department. Mr. Gregg has been with the company since the days when he entered its employ as an office-boy, eighteen years ago, and in the work of managing the bureau of information conducted for the information of the public on matters of sanitation, architecture, decoration, and other details pertaining to its goods, he has the benefit of a long experience in the technical and manufacturing departments. JAS. H. COLLINS.

MUST HAVE NEWS TOO.

Tackle the average farmer on the subject of national, State, or local politics, and you will find him much better posted than the average city man. You will find that he is always ready to give a reason for his political beliefs. He is not the sort of a man that waits for some politician to tell him what way he should vote. He reads, ponders, and does a "heap of thinking."

He may subscribe for an agricultural paper, but he cannot get from that the political pabulum he "hankers" for. He must have his political weekly; his "newspaper" which he diligently reads and digests, and he wants the best that there is in this line.—*Kansas City Weekly Star*.

A LARGE force of American sign painters is at work in Mexico City and other parts of the republic painting large out-door signs advertising the Southern Pacific line. It is said to be the first foreign road to make use of this style of advertising.

DRESS PATTERNS AND ADVERTISING.

MR. JEFFERSON THOMAS, ADVERTISING MANAGER OF THE PUBLICATIONS OF THE HOME PATTERN COMPANY, EXPLAINS THE CONNECTION BETWEEN THE TWO.

If there is one thing that more than any other causes a man to realize his inferiority to woman in certain particulars it is the sight of the ladies of his household discussing the merits of a dress pattern. His astonishment begins when out of an innocent-looking four by eight manila envelope his wife extracts more curiously-shaped pieces of tissue paper than he, himself, could crowd into a valise, and when she spreads these out on the dining-room table, matching the perforations of one piece with those of another, and talking in a manner that leaves no room for doubt that these ellipses, triangles, rhomboids and other geometrical figures are as full of meaning to her as is the score of an opera to a musician, then it is that the husband is inclined to admit (in words of Hamlet) that "there is more in this than is dreamed of in our philosophy."

The connection between dress patterns and advertising is not far to seek. Women—and there are some forty millions of them in this country—are interested in dress patterns, and advertisers—most of them—are interested in anything that is of interest to women.

It has been asserted that in the majority of cases the purse strings of the family are manipulated by the lady of the house. Aside from his own clothing, cigars, liquors, theater tickets and an occasional purchase of real estate, stocks, bonds, or some other form of investment, men buy little in comparison to what their wives purchase. Her own clothing, the children's clothing, provisions, drugs, furniture and the multitude of articles required for household use are purchased mainly by wom-

en. Hence the phenomenal growth of what are known as "pattern publications" and of magazines which, like the *Ladies' Home Journal*, appeal primarily or solely to women.

The pattern publication stands in a class by itself. Few men would attempt to read one and fewer still would succeed in understanding what it was all about if they did; but if (being an advertiser) a man doubts the efficacy of a medium that does not appeal to him personally, let him take home with him a pattern publication and leave it where his wife or daughters will find it. The result of the experiment suggested is likely to lead to a shopping tour, but as an object lesson it will be worth what it costs.

"For this suggestion and for the information concerning pattern publications which follows PRINTERS' INK's reporter is indebted to Mr. Jefferson Thomas, advertising manager of the three publications issued by the Home Pattern Company, which occupies a seven-story building at 134 West 25th street, New York City. This concern cuts over a million patterns a week, and has a contract with the *Ladies' Home Journal* to supply all the patterns sold by that publication. In addition it has some 1,200 agencies throughout the United States where its patterns, which are known as the *Ladies' Home Journal Patterns*, are sold.

"In connection with our pattern business," said Mr. Thomas, "we issue three publications, two of which—the *Monthly Style Book* and the *Quarterly Style Book*—are designed for women, while the third—the *Buyers' Guide Book* is our own medium of communication with the stores that sell our patterns. Our patterns are now sold in upwards of 1,200 department stores and dry-goods stores throughout the United States, and by the *Ladies' Home Journal*, which last year sold over a million of these patterns by mail. Every

month our *Buyers' Guide Book* goes to every one of our agencies, from ten to fifteen copies being sent to various employees of each of the department stores and dry-goods stores where Ladies' Home Journal Patterns are sold. Every employee of the pattern department receives a copy and the principal heads of stock as well, because the *Buyers' Guide Book* not only publishes helpful hints on how to push the pattern business but contains as well suggestions on advertising, sales methods, etc., which are applicable to other lines of goods. It is in fact a little trade paper published not only for our own benefit but for the benefit of our advertisers. When an advertiser takes space in one of our publications we do not consider him merely as the purchaser of so many agate lines, but rather as a client whose interests are to be advanced by the special knowledge and special facilities we possess. Take, for instance, the case of a manufacturer of some line of goods handled by dry goods stores or department stores. When such a man comes to us we put him in touch at once with all of our agencies through the mediums of the *Buyers' Guide Book*. We not only publish his advertisement but we devise and print in the *Guide Book* selling plans showing our agents how this particular line of goods can be pushed with profit to themselves and to our client. When all of our stores are stocked with the goods in question we advise our client to extend his advertising to the *Monthly Style Book* and the *Quarterly Style Book*, because these publications make the merits of his goods known to the consumer, as the *Buyers' Guide Book* makes them known to the middleman. We exercise a strict censorship over our advertising columns and accept only a limited amount of business. Out of the thousands of articles advertised in the popular magazines only about one in ten would

be eligible for admission to our papers, not always because the article excluded lacks merit but because we make it a rule never to accept any advertising that is competitive with the interests of the merchants who sell the Ladies' Home Journal Patterns. Our agents are in a sense our partners in this enterprise and we realize that our success has been largely due to their cordial co-operation and the intelligence with which they have carried into effect the suggestions made by us. We are in a position, therefore, where we must be very careful of the kind of advertising we accept and, as I have said, we are obliged to decline a great deal of the business that is offered us."

Questioned regarding the circulations of the three publications issued by the Home Pattern Company Mr. Thomas said: "Of the *Buyers' Guide Book*, we print 15,000 copies a month. This enables us to send ten or twelve copies to each of the stores handling our patterns, but we shall have to increase this edition presently as we are sending to our agencies at the rate of 100 a month. Of the *Monthly Style Book* we print a million and a quarter each month. This publication we sell in bulk to the stores that handle our patterns, some of them taking as many as fifteen or twenty thousand copies apiece to distribute free to their customers. The *Quarterly Style Book*, which consists of more than 100 pages, with cover and fashion plates in color, is sold by the stores and by newsdealers as well at 25 cents a copy. Of the Spring number we printed 100,000 copies and disposed of all of them in two weeks. Of the Summer number, corresponding to the month of June we shall issue a larger edition, and of the Fall number, issued in September, at least 200,000 copies will be printed. For manufacturers of anything used in the making of women's apparel these publications not only afford an excellent means of

reaching a large number of women but they bring the goods advertised to their attention just at the right time; namely, when, with the latest styles before them they are considering the question of a new dress. To the general advertiser also they appeal as a means of supplementing in this special field any advertising campaign made through the popular magazines."

Regarding the personnel of the Home Pattern Company, Mr. Thomas said that the enterprise was largely owned and managed by western men. Mr. W. H. Brevoort, a mine owner, is the financial backer of the company. The general manager is Mr. Theron McCampbell, a young man who was formerly connected with the circulation departments of the *Woman's Home Companion*, *Success* and *Everybody's Magazine*. Mr. Thomas, himself, under whose direction the three publications of the company are issued, and who is in personal charge of the advertising, came to New York from Springfield, Ohio, where he was formerly engaged in the publishing business on his own account.

CREATING DEMAND FOR CANADIAN TOBACCO.

THE AMERICAN TOBACCO COMPANY OF CANADA, LTD., HAS SECURED EXCELLENT RESULTS WITH ODD MEDIUMS—INVITING PEOPLE TO SEE THE SMALLEST MAN IN THE WORLD AS A WAY TO CHECK NEWSPAPERS—ADVERTISING BY BALLOON ASCENSIONS AND TIGHT-ROPE FEATS.

It is said that the American Tobacco Company of Canada, Ltd., with its headquarters in Montreal, has a connection with the American Tobacco Company in this country. However this may be, the Canadian corporation operates its own factories, manufactures Canadian tobacco, and is a distinct unit in the business sense, wherever its capital may have come from, or who owns its stock.

It has, particularly, its own ad-

vertising problem. Canada raises good tobacco both for smoking mixtures and cigars. A large district in Ontario especially produces good burley with a bigger yield and profit per acre than in North Carolina. Canada imports over 14,000,000 pounds of tobacco leaf, but this one district produces almost as much as is imported. Raising tobacco and getting people to smoke it are two different things. For many years there has been a prejudice in the Dominion against home-grown and home-made tobacco, especially cigars. Since 1902 the consumption of cigars made from Canadian leaf has fallen off more than a third, or 1,500,000 cigars, while the consumption of cigars made from imported leaf has increased nearly 30,000,000 in the same period. Nobody advertises Canadian cigars in a large way. Canadian smoking and chewing tobaccos, however, as well as Canadian-made cigarettes, have been persistently advertised by the American Tobacco Company of Canada, with a direct increase in consumption. Within three years the increase in sales of cigarettes has been over 40,000,000 yearly. Prejudice against Canadian tobacco has arisen chiefly through faulty methods of curing and manufacturing. In the French market at Montreal may be bought crude leaf grown by the *habitants*. It is roughly dried, like hay, but not fermented, with the result that a pipeful will nearly split the cranium of a smoker not accustomed to it. With this as an extreme type, Canadian manufacturers have produced brands that, while infinitely better than *habitant* tobacco, have still been far short of imported brands, and the good name of the Dominion's tobacco suffered as a whole.

The American Tobacco Company of Canada has improved this manufacture until it is able to hold its own in competition along the lines of popular demand for mod-

erate-priced goods, and with these goods to market it has employed advertising somewhat different from anything used in the United States. While newspapers have been used liberally, the company has also spent large sums in what might be called "circus mediums." The character of its goods, the large French population of the Dominion and the comparative scarcity of mediums like Sunday newspapers, mail-order and farm papers, magazines, etc., made it necessary to invent ways of impressing brands on the public. The company's expenditure is directed by Ovila S. Perrault, its secretary, who has displayed great ingenuity in getting the right sort of publicity.

One successful feature was built around a tight-rope performer who was crossing over the Monmorency Falls eight miles from Quebec. These falls are nearly a hundred feet higher than Niagara, and the performer, Hardy, walked over them on a cable as an attraction for a street car company. The tobacco people made arrangements to have him cross encased in a large fac-simile of a cigarette box designed after one of the company's brands. This event attracted so many people that the cars were quite unable to handle them, though before the advertising adjunct was added to the tight-rope act the cars had not been crowded. After Hardy had crossed several times by day the advertisement was varied by having him cross at night, with the cigarette box illuminated.

Another medium employed was suggested at a fair where there was a balloon ascension. For a small consideration the balloonist permitted a sign to be carried up, advertising a brand, and this led to his engagement to give a series of ascensions for the company throughout the province of Quebec, particularly in the cities. Literature was dropped from the balloon, of course, and each ascension was advertised as a cir-

cus feature in daily papers beforehand. Immense crowds came to see the balloon go up. At the first ascension there were 1,500 people, but at the last, in a Montreal park, there were estimated to be over 100,000. Cannon shots announced to the whole city the moment of ascension, so that those who did not go to the park could see anyway. Samples and small papers of matches, with advertising, were distributed in the crowds.

On another occasion the company used six papers in Montreal to announce that the smallest man in the world could be seen at its warerooms on certain days. Crowds came and saw a midget who is reputed to be the smallest person in the world, and after that wandered around among exhibits of the premiums that are given in exchange for coupons, on the lines of the United Cigar Stores in this country. Besides this advertising of the premiums, the company was enabled to check results from Montreal papers, each of which carried a coupon which was redeemed with an attractive souvenir.

Advertising wagons, posters and the liberal use of large signs throughout rural Canada are other mediums. Some of the signs put up are very attractive in coloring, and are executed on light steel backgrounds which can be folded for shipment. Country stables, barns, road houses, etc., are sought as locations. The company's own forces of advertising wagons put up these signs. In the cities electric signs are employed.

Mr. Perrault says that this "bulldog advertising" has unquestionably produced results, whatever may be thought of it. Just how much any given balloon ascension or tight-rope performance brings in, of course, cannot be determined. But on the year's sales there is always a decided increase. Besides the attraction of these circus methods—the secretary of the company finds it advisable to

do things against common sense when he wants to attract attention—it is probable that much of this advertising has been secured at low cost. Very little argument can be embodied in a sign on a balloon, but argument has not been valued. The names of brands alone are exploited, these lead to trials on the part of those interested, and as the company has an infinity of brands, the purchaser selects one or two suited to his particular taste, and trade is built up. This concern has virtually a monopoly in cigarettes in Canada. But it has not seen fit to be lax in exploiting them on that account, and by advertising has largely increased consumption. Mr. Perrault believes that advertising really leads people to smoke more. The consumption of cigarettes has been run up from 25,000,000 a year to 70,000,000, and is now greater than the consumption of cigars. Sales of brands of smoking tobacco have been more than doubled. It has been the policy to exploit only a few brands—in fact, most of the advertising has been centered on cigarettes. But where one brand is singled out for exploitation, while its sales largely increase, there is a sympathetic increase in all brands, even though their names never appear in advertising.

Mr. Perrault has an interesting preference in the way of position in newspaper advertisements. His ads, if of considerable size—say eight inches double-column—go on the last page of the newspapers in the lower left-hand corner. It is his belief that nine persons in ten begin to read their newspaper at the last page, just as they turn a magazine over and begin at the advertising section. Where this special position cannot be secured, or for small single column advertisements, he gets a place among the classified announcements, on the principle that no display is allowed in regular want ads, and thus a background of what is virtually pure reading

surrounds his ad. The company's advertising in daily papers is devoted almost wholly to brand names. No "reason why" arguments are employed to make readers think that they will like this or that brand. This they are at liberty to find out for themselves. Thus the newspaper and outdoor advertising work together.

KANSAS CITY AS A MAIL ORDER CENTER.

Kansas being situated almost in the center of the farm area of the United States, is most naturally one of the great distributing points. Kansas City was a great distributing point when Nebraska, Kansas, Oklahoma, Indian Territory and Texas comprised "The Great American Desert." It was then the outfitting place for the pioneers, trappers and Indian traders, and later was the landing for steamboats that came up the Mississippi and Missouri Rivers, and was the Eastern terminus of the Santa Fe trail.

The last government census tells us the center of the farming area of the United States is within seventy-five miles of Kansas City, also that we have nearly 700,000 farms in Missouri, Kansas, Oklahoma, Indian Territory and Nebraska, and that the population of the eight States and territories in the trade territory of Kansas City is nearly fifteen million. Rural mail routes are being extended through all parts of this territory, bringing the farmers closer to the mail-order houses. Kansas City is already the great distributing point in the world for agricultural implements. It is the second greatest railroad center in this country. It is fast becoming one of the greatest mail-order distributing points.—F. R. Swayze, in *Among Ourselves*, Montgomery Ward & Co. Chicago.

ADVERTISING GRAMMAR.

The illiterate ignorance of some expensive modern advertisements is amazing. One instance is a huge signboard, on the "L" uptown, which occupies the entire space between the station platform and the track on one side of the route, which says, in letters more than a foot high,

"IT DON'T ROT THE CLOTHES."

In a sewing machine billboard ad, also both large and costly, the description of the machine begins in the singular, changes suddenly to the plural without alteration of the subject, then after a few lines back to the singular again, and so on throughout the entire performance.—*New York Press*.

SOMEBODY reaps the benefit of every advertisement. If it is not the man who pays for the space, it is his own fault.—*Agricultural Advertising*.

SOME INTERESTING SPECIALTY ADVERTISING.

For nearly a year the New York Times and Sun have been carrying small ads like those reproduced on this page, advertising the office furniture of Charles E. Matthews, whose one salesroom is on Canal street near Broadway. The ads appear in special position, usually on news pages, top of column, in single-column spaces about two inches deep. Occasion-

salesmen, but had never succeeded in pulling to his single store a volume of trade that compensated for the large and rapid outgo involved. A modest-looking campaign of this kind, eats up \$100 a week, and the latter sum will pay two good salesmen. Finally he determined to try what first-class agency service would do for him, and the account was put into the hands of the George Batten Company, New York. During the first few months the traceable returns

A business man spends the biggest part of his life in his office. And there's the vital impression the look of your office makes on the men you deal with. My sole business is supplying better desks and office furniture in general than any one else possibly can. Prices not the smallest argument, either.

CHARLES E. MATTHEWS.
1 door East of Broadway—275 Canal St.
Telephone 1299 Spring.

Good office furniture does not mean expensive office furniture any more than it means cheap office furniture.

There is a right kind of furniture for every office and the price should be fair.

A visit to my store will prove it.

CHARLES E. MATTHEWS.
1 door East of Broadway—275 Canal St.
Telephone 1299 Spring.

Clothes may not make the man, but office furniture comes pretty near making or marring an office. Good office furniture is one of the best assets a business man can have—cheap office furniture one of the worst.

I sell good furniture—an inspection of my showrooms will convince you.

CHARLES E. MATTHEWS.
OFFICE FURNITURE.
275 Canal St.—Opp Door East of Broadway
Telephone 1299 Spring.

275 Canal St. is an address for the business man to remember. It is where you can find a stock of fine desks, tables, and all office furniture unapproached for dignity and reasonable prices anywhere in New York.

CHARLES E. MATTHEWS.
1 door East of Broadway—275 Canal St.
Telephone 1299 Spring.

First Impressions are the most lasting—a point so bear in mind when furnishing your office—it's the office furnishings that a prospective customer first notices—if they're in good taste he is favorably impressed, a point gained for you.

Come and see what I mean by good taste in office furniture.

CHARLES E. MATTHEWS.
1 door East of Broadway—275 Canal St.
Telephone 1299 Spring.

Supplying New York business men with office furniture and equipments is my sole business.

That is why you will find better made, fairer-priced furniture anywhere else in the city. I'll leave it to you, after you've once inspected my line.

CHARLES E. MATTHEWS.
OFFICE FURNITURE.
One Door East of Broadway—275 Canal St.
Telephone 1299 Spring.

Quality, good taste and fair prices describe my office furniture and my way of selling it.

There's no room for cheap furniture in my showrooms—no more room than there should be in your office.

Would you appreciate what quality in furniture means?—then visit me at 275 Canal St.

CHARLES E. MATTHEWS.
1 door East of Broadway—275 Canal St.
Telephone 1299 Spring.

Big difference in the look of an office sometimes if a flat desk's where a roll-top ought to be—or the other way, not to mention the desks themselves.

My specialty is supplying New York offices with the best selected, finest furniture made, at the fairest prices.

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ally they have been placed on the financial pages, however. When asked how this advertising paid, Mr. Matthews said, some time ago, that he had gone into the campaign with the intention of spending a certain sum he had set aside to make a final test of New York newspaper publicity for his business. For ten years he has experimented with the New York dailies, using them in various ways to supplement the work of

were small, as the Batten agency had told him they would be, but evidently the advertising has made an impression by continuity, for it appears regularly, and is presumably profitable. The copy strikes one as excellent insofar as it emphasizes quality and the location of Mr. Matthews's store. But the experience of other retail advertisers in costly daily newspaper space has been that definite description of items, with prices,

even though the prices are not strikingly low, will do more to bring people into a store than any amount of talk about quality, large stock, etc.

UNITED STATES MANUFACTURERS TO BE CONGRATULATED.

A BOOKLET ON THRIFT.

Last fall the *World-To-Day*, of Chicago, published an essay on "Education in Thrift," written by its editor, Shailer Mathews. The demand for this paper as an advertising document has been so great among banks and trust companies that a large edition has been printed in booklet form. These are purchased by bankers for distribution as savings literature.

The Canadians say—"Pat a Yankee on the back and say he is a good fellow and you are sure to get his goodwill and his money."

It is quite a compliment in a way, for it displays unconsciously a good-natured belief in the jovial manner of his ways of doing business.

In the meantime the American manufacturers are pouring their goods into Canada at an extraordinary rate, each year showing an immense increase.

CASH BUYERS' UNION TO BE SOLD.

After a long conference, an order declaring insolvent the Cash Buyers' Union, of Chicago, also known as the First National Co-operative Society, has been entered in that city by Judge S. H. Bethea, and bids for the concern's assets are to be advertised for immediately. Edwin C. Day is receiver, and if sufficient bids are not received has authority to sell by auction.

The American *pats* himself on the back persistently, and tells of the merits of his goods and why they are so indispensable to the Canadian consumer.

The habit seems to be contagious, for "LA PRESSE" *pats* itself vigorously on selling daily 40,000 copies more than any English daily and 65,000 more than the next largest French newspaper. That's all the argument any enterprising American advertiser needs to look for *the reason why* a French newspaper is so far in the lead. It has a circulation of 42,000 in Montreal alone, and a total circulation of 100,000.

LONDON SPHINX CLUB.

At the March dinner of the London Sphinx Club, held in the Victoria Hall of the Hotel Cecil, March 7, sixty advertising men listened to discussions on "The Qualifications of an Advertising Solicitor." R. Balch was the chief speaker, and was followed by J. Murray Allison, who told of advertising experience in Australia. Others who spoke were John Hart, Keith J. Thomas, J. Howard Field, Roy Somerville, George Wetton, Powell Rees and T. Russell. A silver loving cup was presented by the club to Roy Somerville, who is leaving London to take up a position with the Butterick publications in New York, the presentation being made by J. Morgan Richards, president of the organization.

Whatever he may be socially, we know that he is a cold-blooded calculator in business matters, and any advertiser will get all the results he is looking for through "LA PRESSE," if he wants to create business in the Province of Quebec.

Results are what count, and "LA PRESSE" being the standard daily of the entire French-Canadian community, produces the results, creates the demand, and gives the American advertiser publicity that is fully worth all he pays for it.

Write for rates and full particulars.

**"La Presse" Publishing Co., Ltd.
MONTREAL, CANADA.**

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Write for rates and full particulars.

"La Presse" Publishing Co., Ltd.
MONTREAL, CANADA.

* *The Telegram*, of Youngstown, Ohio, has been purchased by R. T. Dobson, formerly owner of the *Akron Beacon Journal*. Some weeks ago a company was formed in Youngstown to publish a new morning daily.

THE Massachusetts Republican Press Association has under consideration a rule that will enable members to refuse publication in their papers for anything in the shape of a political notice that cannot be classed as news. It is contended that such matter ought to be paid for as advertising. The rule has not yet been put in force.

CONSOLIDATION IN OHIO.

The *Evening Democrat*, of Springfield, Ohio, has been purchased by James M. Cox, publisher of the *Springfield News*, and discontinued. The suspended paper's machinery has been acquired by the *Evening Gazette*, which after May 1 becomes a morning paper, leaving the afternoon field to the *News* alone. The latter was the morning *Press-Republic* until a year ago, when Mr. Cox bought it. He is also owner of the *Dayton News*. Both papers are represented in New York by LaCoste & Maxwell.

ANOTHER SOUTHERN CITY TO ADVERTISE.

An advertising appropriation of \$5,000 has been raised in Columbus, Ga., and will be spent in municipal publicity. Magazines and a few leading newspapers are to be used. The idea originated with the officials of the newly formed Columbus Power Company, which has acquired the magnificent water power of the Chattahoochee river north of Columbus. In the advertisement the fact that electric power is offered for sale there at \$15 per horse power per annum will be emphasized. It is claimed that no other manufacturing center in America sells power so cheap.

CO-OPERATIVE SPECIAL WORK.

The executive committee of the Oregon State Press Association has under consideration a plan to secure co-operative representation for the newspapers of that State in the foreign field. If put into effect, offices will probably be established in Eastern advertising centers, and publishers pledged to maintain certain rates. The committee is made up of C. L. Ireland, *Moro Observer*; E. H. Flagg, *St. Helen Mist*; D. W. Bath, *Hillsboro Independent*; E. P. Dodd, *Pendleton Tribune*; R. J. Hendricks and J. S. Stewart. David R. McGinnis has been employed as the association's advertising representative.

THE LATE JAS. A. BAILEY'S INFLUENCE ON CIRCUS ADVERTISING AND MANAGEMENT.

P. T. Barnum, like other men who have won great reputations for originality, doubtless received credit for a great many things in which he really had no part. Thus we learn only from James A. Bailey's obituaries that he, and not his more celebrated partner, was responsible for the bringing of Jumbo to America, the securing of the sacred white elephant, and the addition of "Nero," with the great spectacles that followed it, to the old-time circus features. The discontinuing of street parades last year was another decision attributed to him. In some respects it is probable that the American circus as an institution has developed more since Barnum's day than it did in all the rest of its history. The next step, as some well-informed circus men have predicted, will undoubtedly be the reduction of circus publicity to at least the same level of moderation and literalness as the theater or any other high-grade enterprise. This change, which Mr. Bailey did not live to see, he would very likely have welcomed.

—*New York Evening Post*.

ANOTHER MOVE UPTOWN.

After May 1st the New York office of *Comfort and Lane's List*—Fred Howard Owen representative—will be located at 1105 Flatiron Building.

The *Tribune* is the only morning and Sunday paper in Bay City, Michigan, which has a population of nearly 50,000. Its circulation for March was, daily, 6,029; Sunday, 7,375—a gain over March, 1905, of 1,728 for the daily and 2,275 for the Sunday edition.

NEW MANAGEMENT OF
TRADE PAPERS.

R. F. Hodgin, publisher of the *Omaha Trade Exhibit*, a commercial weekly of that city, died recently, and its management is now in the hands of his wife, with Charles E. Duffie as advertising manager.

The wife of A. H. Belo, who died some weeks ago after long connection with the *Galveston News*, has been elected a director to take her husband's place, and the vacancy caused by the death of T. W. Dealey has been filled by C. Lombard. Mrs. Belo holds the controlling interest in A. H. Belo & Co., the corporation publishing both the *Galveston News* and *Dallas News*.

TO REACH LIBRARIANS.

Library Work is the name of a new monthly periodical, half technical journal, half business magazine, published by the H. W. Wilson Company, Minneapolis, who are publishers, book dealers and proprietors of the *Readers' Guide to Periodical Literature*, an index of the magazines. *Library Work* lists each month all articles in magazines and technical journals that bear on libraries, and also publishes library news and notes. It is sent to librarians, and in New York has representation by W. C. Rowell, at 27 East 21st street.

The agricultural journal is preserved, even when it is not bound. But it is shaped for binding, almost invariably, and very often goes into the house library as a series of volumes. Advertisements, and all that is in it, are consequently given a lease of life that is exceptionally long.

"PUBLIC OPINION" CHANGES
HANDS.

It is announced that *Public Opinion* has been sold to Robert McClure but not to *McClure's Magazine* nor McClure, Phillips & Co., as was reported before the facts were made known. Mr. McClure has important plans for the magazine which will be announced later in its pages.

PRIMITIVE BERMUDA.

A clergyman recently arrived in Hamilton, Bermuda, from the United States, with a family of four—a wife and three grown daughters. Finding the hotel charges beyond his means, he sought a boarding place, and chanced upon a home-like house where the lady in charge was sorry she could not take them in, as her rooms were already engaged. For a day or two the party continued the search for quarters that should be equally inviting. Finally their attention was attracted to a notice pinned to a tree growing by the sidewalk, in the City of Hamilton, which read, "If the party of five who applied to Rose Cottage will call again, the lady will be happy to accommodate them, as her rooms are unexpectedly vacant." The notice was for them (they had left no name or address)—they called and were made welcome. Such a primitive method of advertising would be generally effective in Bermuda; for, although there is a population of more than 15,000, of these fully 10,000 are blacks and the 1,000 white families know each other and all the details of the daily life of every one. They talk them over too.

A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, *dy.* Average for 1905, 22,069. Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican, *Daily* aver. 1905, 6,581. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times, *dy.* Act. av. 1905, 3,781. Actual aver. for Oct., Nov. and Dec., 1905, 3,963.

CALIFORNIA.

Fresno. Evening Democrat, *Average* 1905, 4,948. Williams & Lawrence, N. Y. & Chicago.

Mountain View. Signs of the Times. Actual weekly average for 1905, 22,550.



Oakland. Herald, *Average* 1905, 10,260. Only Pacific Coast daily circulation guaranteed by Rowell's American Newspaper Directory.

Oakland. Tribune, *evening.* Average for 12 months ending December 31, 1905, daily 13,481.

San Francisco. Call, *dy* and *Sy.* J. D. Spreckels. Actual daily average for year ending Dec. 1905, 62,941; Sunday, 88,815.

San Francisco. Sunset Magazine, monthly, literary; two hundred and eight pages, 5x8. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose. Morning Mercury and Evening Herald. *Average* 1905, 10,824.

COLORADO.

Denver. Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926; for 1905, 11,658.

Denver. Post, *daily.* Post Printing and Publishing Co. *Aver.* for 1905, 44,520; *Sy.* 60,104. *Average* for Feb. 1906, *dy.* 59,152; *Sy.* 67,584.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Ansonia. Sentinel, *dy.* *Aver.* for 1905, 5,022. E. Katz, Spec. Agt., N. Y.

Bridgeport. Evening Post, *Evening* daily *av.* 1905, 11,023. E. Katz, Spec. Agt., N. Y.

Bridgeport. Telegram-Union, *Evening* daily *av.* 1905, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden. Journal, *evening.* Actual average for 1905, 7,587.

Meriden. Morning Record and Republican, *Daily* average for 1905, 7,578.

New Haven. Evening Register, *daily.* Actual *av.* for 1905, 13,711; Sunday, 11,311.

New Haven. Palladium, *dy.* *Aver.* 1904, 7,857; 1905, 8,636. E. Katz, Spec. Agt., N. Y.

New Haven. Union, *Average* 1905, 16,209. 1st 3 mos. 1906, 16,486. E. Katz, Spec. Agt., N. Y.

New London. Day, *ev'g.* *Aver.* 1905, 6,109. E. Katz, Spec. Agt., N. Y.

Norwalk. Evening Hour, *Daily* average year ending Dec. 1904, 5,215. April 1905, as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869.

Norwich. Bulletin, *morning.* *Average* for 1904, 5,350; 1905, 5,920; Dec. 6, 122.

Waterbury. Republican, *dy.* *Aver.* for 1905, 5,648. La Coste & Marcell spec. Agents, N. Y.

DISTRICT OF COLUMBIA.

Washington. Evening Star, *daily* and Sunday. *Daily* average for 1905, 55,550 (60).

FLORIDA.

Jacksonville. Metropolis, *dy.* *Av.* 1904, 4,760. *Average* 1905, 8,930. E. Katz, Spec. Agt., N. Y.

GEORGIA.

Atlanta. Constitution, *Daily* average 1905, 38,590; Sunday, 48,731.

Atlanta. Journal, *dr.* *Av.* 1905, 46,038. Sunday 47,398. Semi-weekly 56,751.

Atlanta. News, *Actual* daily average 1905, 24,402. S. C. Beckwith, Sp. Agt., N. Y. & Chi.

Augusta. Chronicle, *Only* morning paper, 1905 average, 6,043.

Nashville. Herald, *Average* for March, April and May, 1,575. Richest county in So. Georgia.

ILLINOIS.

Aurora. Daily Beacon, *Daily* average for 1905, 4,580; first three months of 1906, 5,915.

Calro. Citizen. Daily average January, February and March, 1905, 1,512.

Champaign. News. Oct. and Nov., 1905, no issue of daily less than 3,910; d'y and w'kly, 6,200.

Chicago. Bakers' Helper. monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100. (C.)

Chicago. Broaders' Gazette. weekly, \$2.00. Average circulation 1905, to Dec. 31st, 66,605.

Chicago. Examiner. Average for 1905, 144,806 copies daily; 9% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by association of American Advertisers. Smith & Thompson, Representatives.

Chicago. Farm Loans and City Bonds. Leading investment paper of the United States.


Chicago. Farmers Voice and National Rural. Actual aver., 1905, 30,700. Jan., 1906, 42,460.

Chicago. Gregg Writer. monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago. Inland Printer. Actual average circulation for 1905, 15,866 (C.).

Chicago. Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed \$5,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the postoffices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the postoffices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 146,454. Sunday 204,539.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. Svenska Nyheter. weekly. Sworn average December, 1905, 21,575.

Chicago. System. monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Average for year ending March, 1906, 50,556. Current average in excess of 60,000.

Kewanee. Star-Courier. Actual average circulation, 1905, daily, 3,297; weekly, 1,298.

Peoria. Evening Journal. daily and Sunday. Sworn daily average for 1905, 13,375.

Peoria. Star. evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

INDIANA.

Evansville. Journal-News. Ar. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N.Y.

Muncie. Star. Average 1905 daily, 27,500. Sunday 16,908.

Noire Dame. The Ave Maria. Catholic weekly. Actual net average for 1905, 24,590.

Richmond. Sun-Telegram. Sworn ar., 1905, dy, 7,714.

South Bend. Tribune. Sworn daily average, 1905, 7,205. Sworn aver. for Mar., '06, 7,712.

IOWA.

Clinton. Advertiser. Average Dec. 1905, 11,255. City Circulation, 5,048, which is double that of any other paper.

Davenport. Times. Daily aver. Mar., 11,871. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital. only. Lafayette Young, publisher. Actual average sold 1905, 29,174. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 to 312 issues than any competitor in 365 issues. The rate five cents a line.

Keokuk. Gate City. Daily av. 1904, 3,145; 1905, 3,406.

Muscatine. Journal. Daily av. 1905, 5,532. Semi-weekly 3,093.

Sioux City. Journal. daily. Average for 1905, sworn, 24,961. Av. for Feb., 1906, 26,703. Prints most news and most foreign and local advertising. Read in 30 per cent of the homes in city.

Sioux City. Tribune. Evening. Net sworn daily, average 1905, 24,287; Feb., 1906, 26,426. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. Daily 1905, 3,425. E. Katz, Special Agent, N. Y.

KENTUCKY.

Lexington. Leader. Ar. '05, avg. 4,694. Sun. 6,163. E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending June 30, 1905, 36,025 (K). Beckwith Agency, Rep.

Paducah. Journal of Labor. w'kly—Accepts only the best class of advertising and brings results from the best class of wage-workers.

LOUISIANA.

New Orleans. Item. official journal of the city. Av. cir. for Jan., Feb. and March, 1905, 25,564; ar. cir. Jan., 1906, 24,615; for Feb., 1906, 25,419; for March, 1906, 26,069.

MAINE.

Augusta. Comfort. mo. W. H. Gannett, pub. Actual average for 1905, 1,249,575.

Augusta. Kennebec Journal. dy. and wy. Average daily, 1905, 6,986. weekly, 2,090.

Bangor. Commercial. Average for 1905, daily 9,453. weekly 29,117.

Dover. Piscataquis Observer. Actual weekly average 1905, 2,019.

Leicester. Evening Journal. daily. Aver. for 1905, 7,598 (C). weekly 17,448 (C).


Phillips. Maine Woods and Woodsman. weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland. Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 3,428.

MARYLAND.

Baltimore. American. dy. Av. 12 mo. to Jan 31, '06, 64,157. Sun., 59,942. No return privilege.


Baltimore. News. daily. Evening News Publishing Company. Average 1905, 60,678. For March, 1906, 74,714.

 The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston. Evening Transcript (C). Boston's tea table paper. Largest amount of week-day adv.

Boston. Globe. Average 1905, daily, 192,584. Sunday, 299,645. "Largest Circulation Daily of any two-cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston. Post. Average for Mar., 1906, Boston Daily Post, 252,050; Boston Sunday Post, 262,147. Daily gain over March, 1905, 10,679; Sunday gain over March, 1905, 71,984. Flat rates, 7 c. p. daily, 20 cents; Sunday, 45 cents. The Great Breakfast Table Paper of New England.

Fall River. News. Largest circ'n. Daily av. '05 6,668; Robt. Tomas. Rep., 116 Nassau St., N. Y.

Springfield. Farm and Home. National Agricultural semi-monthly. Total paid circulation, 272,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield. Good Housekeeping, mo. Average 1905, 206,085. No issue less than 200,000. All advertisements guaranteed.

Springfield. New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester. L'Opinion Publique, daily (© ©). Paid average for 1905, 4,252.

MICHIGAN.

Adrian. Telegram. Dy. av. last three months, 1905, 5,171. Paine & Youngs. Specials.

Grand Rapids. Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

Grand Rapids. Evening Press. qv. Average 1905, 46,156. Covers Western Michigan.

Jackson. Morning Patriot. average February 1905, 8,365; Sunday, 5,985; weekly, 2,812.

Saginaw. Courier-Herald, daily. Sunday. Average 1905, 12,594; February, 1906, 16,855.

Saginaw. Evening News. daily. Average for 1905, 16,710. March, 1906, 18,670.

Sault Ste. Marie. Evening News. daily. Average, 1904, 4,212. Only daily in the two Soos.

MINNESOTA.

Minneapolis. Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,423.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1905, 87,187; first three months 1906, 96,785.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis. Journal. Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for first two months 1906, 68,840. Average Sunday circulation, February, 1906, 68,287.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the first three months of 1906 was 82,709. The daily Tribune average per issue for the first three months of 1906, was 105,199.

CIRCULATION. The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 43,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

by Am. Newspaper Directory.

Minneapolis. Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

St. Paul. Pioneer Press. Net average circulation for January—daily 55,302. Sunday 32,487.

The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected, showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

St. Paul. The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul. Dispatch. Average net sold for year 1905, 60,663 daily.

St. Paul. Volkszeitung. Actual average 1905, dy. 14,221, w. 27,870. Sonntagsblatt 27,880.

MISSISSIPPI.

Hattiesburg. Progress, ev'g. Av. d'y circ., y'r end'y Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Kansas City. Journal, d'y and w'y. Average for 1905, daily 65,446. weekly 205,061.

Joplin. Globe, daily. Average 1905, 15,294. Dec. '05, 14,085. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Rep.

St. Louis. National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (© ©). Eastern office, 69 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 68,582; average for 1903, 106,625; average for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. Sworn average daily circ'n 1905, 11,776. Aver. Dec., 1905, 12,698.

NEBRASKA.

Lincoln. Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-Amerikan Farmer, weekly. Average 1905, 147,052.

Lincoln. Freie Presse, weekly. Actual average for 1905, 150,784.

Lincoln. Journal and News. Daily average 1905, 27,092.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in City. Sworn aver. for Sept. and Oct., 1905, 4,204.

NEW JERSEY.

Elizabeth. Journal. Av. 1904, 5,522; 1905, 6,515; 1st 3 mos. 1906, 6,965; March, 1906, 7,191.

Jersey City. Evening Journal. Average for 1905, 22,546. Last 3 mos. 1905, 23,408.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102; Mar. '06, 67,750.

Trenton. Times. Av. '05, 16,458. Net Feb. av. 18,082. Only ev. paper; single ed.; class'd paper.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

Albany. Times-Union, every evening. Est. 1856. Average for 1905, 34,689; December, 35,479.

Blghampton. Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,259 (✱)

Buffalo. Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 51,027.

Buffalo. Evening News. Daily average 1904, 88,457; 1905 94,690.

Catskill Recorder. 1902 av., 2,811; last 3 mos. 2,912. Best adv. medium in Hudson Valley.

Corning Leader. evening. Average, 1901, 6,233; 1905, 6,395.

Cortland Democrat, Fridays. Est. 1840. Av. 1905, 2,126. Only Dem. paper in county.

Glens Falls Morning Star. Average circulation, 1904, daily 2,292.

Glens Falls Times. Est. 1878. Only evening paper. Average 1905, 2,471.

LeRoy Gazette, est. 1836. Av. 1905, 2,287. Largest w. cir. Genesee, Orleans, Niagara Co.'s.

Mount Vernon Daily Argus. Average 1905, 2,318. Westchester County's leading paper.

Newburgh News, daily. Av. 1905, 5,160. 3,000 more than all other Newburgh papers combined

New York City.

American Magazine (Leslie's Monthly). Present average circulation, 256,108. Guaranteed average, 250,000. Excess, 76,296.

New York. American Agriculturist. Best farmanad family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,468 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 77% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 83%, and to 39% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

Army & Navy Journal. Est. 1863. Actual weekly average for 52 issues, 1905, 9,442 (©©).

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1905 5,008.

Benziger's magazine, family monthly. Benziger Brothers. Average for 1904, 57,025, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen, Pub. Co., Ltd. Av. for 1905, 26,228 (©©).

Gaelic American, weekly. Actual average for 1904, 8,179; for 1905, 28,989.

Haberdsasher, mo., est. 1881. Actual average for 1905, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1905, average issue, 19,020 (©©). D. T. MALLETT, Pub., 283 Broadway.

Leslie's Weekly. Actual av. year end, Aug., 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

The People's Home Journal, 544,541 monthly. Good Literature, 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for 1905, 4,205 (©); March, 1906, issue, 6,694 (©).

The Wall Street Journal. Dow, Jones & Co., publishers. Daily average 1905, 13,158.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, 11,001. Actual weekly average for 1904, 14,918. Actual weekly average for 1905, 15,090 copies.

The World. Actual aver. for 1905, Morn., 2,085, 490, Evening, 371,706, Sunday, 411,074.

Rochester Case and Comment, mo. Lat. Av. for 1904, 30,000; 5 years' average, 30,108.

Schenectady Gazette, daily. A. N. Lierty. Actual average for 1904, 12,574; 1905, 12,058.

Syracuse Evening Herald, daily. Herald Co., pub. Av. 1905, daily 55,552, Sunday 40,098.

Utica National Electrical Contractor, mo. Average for 1905, 2,615.

Utica Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,889.

NORTH CAROLINA.

Charlotte News. Average 1905, 4,458. Weekly Times-Democrat, 6,820. Leads all evening papers in the two Carolinas in size, circulation and amount of advertising.

Raleigh Biblical Recorder, weekly. Av. 1905, 8,872. Av. 1904, 9,756. Av. for 1905, 10,206.

Raleigh Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,251 weekly Times, 2,040.

Raleigh News and Observer, N. C.'s greatest daily. Sworn average 1905, 10,202, more than double that of any other Raleigh daily, 4% greater than that of any other daily in the State.

OHIO.

Ashtabula American Sanomat. Finnish. Actual average for 1905, 10,766.

Dayton Herald, evening. Circ., 1905, 17,518. Largest in Dayton, paid at full rates.

Youngstown Vindicator. D'y av., '05, 12,910; Sy. 10,178; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville Times-Recorder. Sworn average 1905, 10,564. Guaranteed double nearest competitor and 50% in excess combined competitors.

OKLAHOMA.

Oklahoma City The Oklahoman. 1905 av. 11,161. Mar., '06, 12,661. E. Katz, Agent, N.Y.

OREGON.

Portland Journal. Dy. and Sy. Actual av. for Feb., 1906, 25,254. Av. year '05, 21,926.

PENNSYLVANIA.

Chester Times, ev'g d'y. Average 1905, 7,740. N. Y. office, 230 B'way. F. L. Northrup, Mgr.

Erie Times, daily. Av. for 1905, 15,248, March, 1906, 16,799. E. Katz, Sp. Ag. N. Y.

Harrisburg Telegraph. Sworn av., Mar., 13,531. Largest paid circula'n in P'b'g, or no pay.

Philadelphia Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (©©).

Philadelphia German Daily Gazette. Av. circulation, 1905, daily 51,508; Sunday, 44,465; sworn statement. Circulation books open.

Philadelphia. The Press is the Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for 1905, 106,690; Sunday average March, 1906, 150,738.

Philadelphia. Farm Journal, monthly. V. Ilmer Atkinson Company, publishers. Average for 1905, 565,266. Printers' Ink awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,

"has been pronounced the one that best serves its purpose as an 'educator and counselor' for the agricultural population, and as an effective and 'economical medium for communicating with them 'through its advertising columns.' "Unlike any other paper."



"In
Philadelphia
Nearly
Everybody
Reads
The
Bulletin."

Net Paid Average for March,

229,790

COPIES A DAY.

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

PHILADELPHIA, April 3d, 1906.



West Chester. Local News daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year, independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Average 1905, 226,715. Smith & Thompson, Repts., New York and Chicago.

York. Dispatch and Daily. Average for 1905-18, 551. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average circulation, 16,853 for 1905.

Providence. Daily Journal, 17,625 (©©). Sunday, 20,535 (©©). Evening Bulletin 17,755 average 1904. Providence Journal Co. pub.

Westerly. San. Geo. H. Utter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,503.



Columbia. State. Actual average for 1905, daily 9,587 copies (©©); semi-weekly, 2,625. Sunday 105, 11,072 (©©). Actual average July to Dec. 31, '05, daily 10,155; Sunday 11,524.

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Dec. 31, 1905, 15,015 (3¢). Weekly average 1904, 14,515. One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Knoxville. Sentinel. Average 1905, 10,562. Led nearest competitor 11,000 in advertising, 1904, 6 days vs. 7.

Memphis. Commercial Appeal, daily. Sunday, weekly. Average 1st 9 mos. 1905, daily 29,120. Sunday, 55,497. weekly, 81,822. Smith & Thompson. Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1905, 8,772; for 1904, 20,705; for 1905, 50,227.

TEXAS.

Denton. Record and Chronicle. Daily av 1905, 974. Weekly av. 3,141. The daily and weekly reach nearly 50 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. 1905, 3,011; Feb. '06, 5,568. Merchants' canvass showed HERALD in 84 of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

VERMONT.

Barre. Times, daily. F. E. Langley. Aver. 1905, 3,527, for last six months, 1905, 5,691.

Burlington. Daily News, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Burlington. Free Press. Daily av. '04, 6,682; '05, 6,558. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Montpelier. Argus. Actual daily average 1905, 5,242.

Rutland. Herald. Average 1904, 5,527. Average 1905, 4,286.

St. Albans. Messenger, daily. Actual average for 1905, 5,051.

VIRGINIA.

Norfolk. Dispatch. Average 1905, 9,400; 1905, 11,660. Dec., '05 av 12,656. Largest circ'n.

Norfolk. Landmark (©©). Leading home paper. Circ. genuine. No pads. H. K. & C. Co. Sp'l.

Richmond. Times-Dispatch, morning. Actual daily average year ending December, 1905, 20,576. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

WASHINGTON.

Olympia. Recorder—evenng. Just increased to 6 pages daily, 12 pages Saturdays.



Tacoma Ledger. Daily average 1905, 15,844; Sunday, 20,855; weekly, 9,642.

Tacoma News. Daily average 5 months ending May 31, 16,327. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg Sentinel. daily. R. E. Horner, pub. Average for 1905, 2,442.

Wheeling News. Daily paid circ., 11,196. Sunday paid circ., 11,827. For 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janeville. Gazette. D'y and s-w'y. Circ'n—average 1905, daily 3,149; semi-weekly 6,059.

Madison. State Journal. dy. Circulation average 1905, 5,482. Only afternoon paper.

Milwaukee. Evening Wisconsin. d'y. Av. 1905, 26,648; March, 1906, 28,949 (©©).

Oshkosh. Northwestern. daily. Average for 1904, 7,251. Average for the year, 1905, 7,658.

Milwaukee. The Journal. even. Average 1905, 40,517; Mar. 19, 45,647. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.



THE WISCONSIN AGRICULTURIST.

Racine. Wis.. Est. 1877, weekly. Actual av. for 1905, 41,748; for year ended April 5, 1906, 42,984. Has a larger circulation in Wisconsin than any other paper. Adn. \$2.80 an inch. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne. Tribune. Actual daily average net for 1905, 4,511.

BRITISH COLUMBIA.

Victoria. Colonist. daily. Colonist P. & P. Co. Aver. for 1904, 43,566 (3); for 1905, 4,302.

Vancouver. Province. daily. Average for 1905, 8,687; March, 1906, 9,401. H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. Free Press, daily and weekly. Average for 1905, daily 30,048; weekly, 15,654. Daily, March, 1906, 33,125.

Winnipeg. Telegram. Daily av. '05, 18,707; last three months 20,577. (Sat. 23,000).

Winnipeg. Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 300,000—its exclusive field. Aver. for the year end, March, 1906, 14,984; aver. last six months, 15,808.

NEW BRUNSWICK, CAN.

St. John. Star. Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax. Herald (©©) and Evening Mail. Circulation, 1905, 15,568. Flat rate.

ONTARIO, CAN.

Toronto. Canadian Implement and Vehicle Trade. monthly. Average for 1905, 6,062.

Toronto. The News. Sworn average daily circulation for year ending Dec. 30, 1905, 38,289. Advertising rate 75c. per inch. Flat.

Toronto. Star. daily. Daily average Feb. ruary, 1906, 41,928 copies.

PRINCE EDWARD ISLAND.

Charlottetown. Guardian. Daily and tri-weekly. Sworn average 1905, 6,171. Flat rate.

QUEBEC, CAN.

Montreal. La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 30,259; 1905, 36,771; weekly, 48,207.

Montreal. Star. dy. & wy. Graham & Co. Ar. for 1904, dy. 56,795, wy. 125,240. Av. for 1905, dy. 58,125; wy. 126,507.

Sherbrooke. Daily Record. Average 1905, 6,152; February, 1906, 6,892.

ABOUT THE ROLL OF HONOR.

We are proud of the fact that *L'Opinion Publique* is entitled to be listed in PRINTERS' INK Roll of Honor, and we believe that the amount which we spend annually for advertising in this department of your publication is a very good investment.—*L'Opinion Publique*, per W. L. Bousquet, Worcester, Mass., March 6, 1906.

Maine Woods has been advertised in the PRINTERS' INK Roll of Honor for a couple of years and we believe the investment is a good one for us. It has been our policy always to publish the circulation of our two newspapers each week and our records show a little gain regularly. The Roll

of Honor has assisted us materially in making *Maine Woods* known to the people who are interested in Maine woods. It helps us to some excellent advertising.—*W. Brackett Co., Publishers, Phillips, Maine*, Mar. 6, 1906.

We have been represented in the Roll of Honor for the past two or three years and believe the idea back of this department is a good one. If the existence of the Roll of Honor tends to hasten the day when all advertisers and all agents will consider periodicals on their merits, taking into account both the quality as well as the actual quantity of circulation, it deserves the support of all honest publishers.—*Army and Navy Journal, F. F. Lincoln, Advertising, Manager, New York*, March 8, 1906.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 9% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. Aver. 1905. Daily \$3,590 (◎◎). Sunday \$8,731, Wg., '04, 107,925.

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation; best in point of quality.

BAKERS' HELPER (◎◎). Chicago. Only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

THE LEWISTON EVENING JOURNAL (◎◎) is the only Gold Mark paper in all Maine.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎). greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANS-SCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

Boston. Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

TEXTILE WORLD RECORD (◎◎). Boston. Is the "bible" of the textile industry. Send for booklet. "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE NEW YORK TIMES (◎◎). Largest high-class circulation.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

THE IRON AGE (◎◎), established 1853. The recognized authority in its representative fields.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly.

ENGINEERING NEWS (◎◎).—The leading engineering paper in the country.—Press, Cleveland.

E. News prints more transient ads than all other technical papers: 1½ & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 12,000 (◎◎).

U. T. MALL: T. T. Pub. 283 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎). daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. Circulation and, verified and certified by the Association of American Advertisers to be 30,339 average weekly from January 6th to March 3d, 1906.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average 1905, 106,600; Sunday average March, 1906, 150,738.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,365 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.

THE STATE (◎◎). Columbia, S. C. Highest quality, largest circulation in South Carolina.

THE NEWS AND COURIER (◎◎). Charleston, S. C. Paid circulation of highest class in every part of South Carolina and adjoining States.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎). the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,525, flat rate.

ADVERTISING THE CLASSIFIED.

The Chicago *Record-Herald* follows an excellent practice in advertising its classified liners in its own pages. Instead of a miscellany of advertisements, calling attention to every department in the want pages every week, some single department is selected for continuous exploitation through a month or more. As an illustration of the method, take the following advertisements for the "Board and Rooms" column. This is advertised not by urging people to take space, but by directing the attention of readers to the good class of rooms and boarding houses to be found therein. Keepers of boarding and rooming houses have the acumen to see the value to them of columns pushed in this way:

NO

You will not find any poor boarding-houses advertised in the *Record-Herald*, but you will find some better than others, and, in fact, almost any kind your pocket-book will afford. Read Rooms for Rent and Boarding and Lodging Classifications on Want Pages.

YES

You can find a boarding place in the location desired if you will consult the Want Pages of the *Record-Herald* under classification Board and Lodging or Rooms for Rent.

SAVE TIME

You must have something you can better employ your time at than walking all over town looking for a boarding place. The easy way is to read the Board and Lodging or Rooms to Rent advertisements published among the "Want Ads" daily in the *Record-Herald*.

HE FOUND A BETTER PLACE TO BOARD.

Mr. J. was not very well satisfied with his room, and the table was not the very best, so he began reading daily the little "Boarding and Lodging" ads in the *Record-Herald*. One day he found just what he desired. He has changed his boarding place. More Board, Lodging and Room advertisements can be found in the want pages of the *Record-Herald* than in any other Chicago paper.

You can hardly expect to find a suitable boarding place until you have read the "Boarding and Lodging" ads published daily in the "Want pages" of the *Record-Herald*.

PARLOR SUITE.

There is generally only one such

suite in a boarding-house and its occupants are the Star boarders. By reading the For Rent Rooms and the Boarding and Lodging advertisements daily in the *Record-Herald* you will find every once in a while such a suite of rooms advertised. If your family is small and you are not at this time pleasantly located it will be to your advantage to watch the *Record-Herald* want ad pages.

DID YOU

find the place to board or the room you were looking for? If not, we would suggest that you can save a lot of time and shoe leather by reading the Boarding and Lodging and the For Rent Rooms advertisements published daily in the *Record-Herald* want pages. There are hundreds of little ads appearing every day.

HOW LONG

have you been looking for a suitable place to board or for the rooms you would care to occupy? You can save much time by first reading the Boarding and Lodging or For Rent Rooms advertisements in the *Record-Herald* want pages; making a selection of what you think would be home-like and pleasant, then investigate. Hundreds of little ads appear every day.

THE FRONT ROOM.

The Front Room, second floor, is a most desirable room in any boarding house. It is really home-like to live in this room. Even after you have got to the point where you are able it is not always easy to get the front room, second floor. But by watching the Boarding and Lodging and For Rent Rooms advertisements in the *Record-Herald* want pages you will sooner or later find it offered in just the part of the city where you wish to live.

THE HALL BEDROOM.

That little room at the top of the stairs called the Hall Bedroom is nearly always the smallest and cheapest room in the boarding-house, but to occupy it is nothing to be ashamed of; one of our largest Chicago merchants started his business in a room not any larger. If you would like to learn where you can get such a room in a good boarding-house read the Boarding and Lodging advertisements published daily in the *Record-Herald* want pages.

BY READING

the Boarding and Lodging and For Rent Rooms advertisements that appear daily in the *Record-Herald* want pages you will save yourself time, worry and expense if you are looking for a place to room or board.

A STRANGER

Mr. A., late of Omaha, wanted a room in a good locality within walking distance from his business. He bought the Sunday *Record-Herald*, read the "For Rent—Rooms" advertisements and found just the place he was looking for advertised. He is pleasantly located and likes Chicago.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

CALIFORNIA.

THE BILLBOARD for musicians, vocalists and lecturers. San Francisco, 37 Phelan Bldg., 806 Market St.

COLORADO.

THE Denver Post, Sunday edition, April 15, 1906, contained 5,036 different classified ads, a total of 113 9-10 columns. The Post is the Want medium of the Rocky Mountain region. The rate for want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day; five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (© ©), carries DOUBLE the number of Want Ads of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE CHAMPAIGN NEWS is the leading Want ad medium of Central Eastern Illinois.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

THE BILLBOARD for privilege men and concessionaires. CHICAGO, 87 S. Clark, Room 61.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

INDIANA.

THE Terre Haute STAR is the recognized Want-Ad medium of Terre Haute.—Results have made it so; one cent per word.

THE Muncie Star is practically the only classified medium in Muncie, Delaware County, and seven adjoining counties. More classified ads are printed daily in the Muncie Star than in all other papers in its territory combined.

DURING the month of January, 1906, The Indianapolis STAR published over 88,000 lines of classified advertising. In the same month in 1905 the STAR published 64,930—showing a gain of 23,155 lines.

This argument in itself is strong enough to show the prestige of the Indianapolis STAR and the pulling power of its advertising columns.

THE Star League, consisting of the Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices at Indianapolis, are leaders collectively and individually in the volume of classified advertising carried. Rate in each, one cent per word; combination rate, two cents per word.

If you want results from classified advertising in Indiana, use the Star League.

THE Indianapolis News during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 290,941 separate paid Want ads during that time.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER AND LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.



25 CENTS for 30 words, 5 days.

DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result better; circulation in excess of 13,500; 1c. word; 1/2c. subsequent.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed.

Correct statement of classified Wants printed in March, 147,614 lines. Individual advertisements, 23,385. Circulation, 1905, 57,039; 1904, 64,384; 1903, 67,588. First three months 1906, 69,082. The average Sunday circulation, 69,384.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c. a word. Average circulation (1905), 11,144; Sunday, 13,886.

NEBRASKA.

LINCOLN JOURNAL AND NEWS. Daily average 1906, 27,992, guaranteed. Cent a word.

NEW JERSEY.

DAILY ENTERPRISE, Burlington—Want medium of the county; 1c. word; results sure.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 24 paces. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

THE BILLBOARD for actors, actresses and performers. New York, 1430 B'way, Room 8.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Sept. '05, 6,515. Examination by A. A. A. June '06. Biggest Daily in N. D. La Cote & Maxwell, N. Y. Reps.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium. 1c. per word. Largest circulation.

THE BILLBOARD for street men, sidewalk salesmen, drifters and itinerant merchants in all lines. Although essentially and primarily a theatrical and amusement journal, the demonstrating salesmen and peddlers of the sidewalks have also claimed it for their own. Practically every one of them in America reads it regularly every week; 15 cents per line flat.

Address THE BILLBOARD PUBLISHING CO., Cincinnati, O.

OKLAHOMA.

THE OKLAHOMAN, Okla. City. 12,661. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday leads in "Want ads," as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

SOUTH CAROLINA.

THE Columbia STATE (2c) carries more Want ads than any other S. C. newspaper.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,576 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 624 Temple Court Bldg., N. Y., Special Eastern Agent.

CANADA.

THE Halifax HERALD (2c) and the Mail—Nova Scotia's recognized Want ad mediums.

THE CHARLOTTETOWN GUARDIAN, Prince Edw. Island's classified medium; 1c. word; 2c. week.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,829; Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD and WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

REAL ESTATE MEDIUMS.

Slater Trust Co. Building, PAWTUCKET, R. I., April 11, 1906.

Editor of PRINTERS' INK:

I notice that the New York Journal of Saturday nights' issue contain a great many real estate advertisements, leading me to the thought that this was probably a most favorable medium for real estate promoters.

Can you advise me what paper in Pittsburg, Pa., would hold the same interest for real estate promotion work?

Yours very truly,
MATTHEW J. GALLAGHER.

FOR CASH ONLY.

1789 Broadway,
New York, April 13, 1906.

Editor of PRINTERS' INK:

Kindly place an asterisk in front of the names of our publications Motor and the Cosmopolitan, as advertising space in both of these publications is sold only for cash.

Very truly yours,
"Motor,"
G. Von Wassy, Manager.

LUCK plays in the front yard of the advertiser who doesn't depend upon it.—Agricultural Advertising.

Don't let dignity keep you from seeing humanity.—Star Monthly Solicitor.

WHY DON'T YOU PUT IT IN
THE PHILADELPHIA BULLETIN?
Want Ads. in THE BULLETIN bring
prompt returns, because "in Phila-
delphia nearly everybody reads
THE BULLETIN."
Net daily average circulation for
March, 1906:
229,790 copies per day.
(See Roll of Honor column.)

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES:

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3); 300 lines to the page (\$40). For specified position selected by the advertiser, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG,
Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

NEW YORK, APRIL 25, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

MR. AL WARD, formerly in charge of the *Dayton News* advertising, has joined the *Dayton Journal's* advertising force.

MR. E. W. KRACKOWIZER has been appointed circulation manager of the *Four Track News*, with an office at 57 East 42d street, New York.

THE name "Uneeda Biscuit" was the invention of Mr. H. N. McKinney of the advertising agency of N. W. Ayer & Son. It was an immediate and pronounced success. The sales of "Uneeda" now exceed eighty million packages annually.

PAUL BLOCK, the New York special agent, is to move from the Vanderbilt Building, in Nassau street, and go uptown to the Flatiron Building.

THE *Tribune*, of Oakland, Cal., has ordered a sextuple press and other new machinery for installation in its new building, which will be occupied about June 1.

THE *Chicago Evening Post* recently issued a spring fashion number, containing, besides late news of women's dress, thirteen full-page ads of Chicago stores.

THE *Woman's Home Companion* announces the removal of the editorial offices from 35 West 21st street to the Metropolitan Annex Building, Madison Square, New York.

THE business management of the *San Francisco Call* has been placed in the hands of C. J. Owen, for many years editor and manager of the *Portland (Ore.) Telegram*.

It has lately been rumored that Wood, Putnam & Wood, the Boston agency handling the Gillette Razor advertising, had lost that account. This report is without foundation.

"THE Value of the Advertising Agent" was the title of an address delivered the other night by Ben B. Hampton, New York, before the advertising class of the Philadelphia Y. M. C. A.

FRANCIS P. CHURCH, who was for thirty-five years an editorial writer on the *New York Sun*, died recently in New York, aged sixty-seven. With his brother, Colonel William Conant Church, he was at one time associated in publishing the *Army and Navy Journal* and *Internal Revenue Record*, and at the time of his death held an interest in these publications.

AN especially appropriate menu-card, in embossed cover, was issued by the Northern Pacific's Dining Car Service for Easter Day.

THE Pensacola, Fla., *Journal* has issued a "Panama Canal" edition in recognition of the important part which the canal will play in the growth and development of the city.

THE Bates Advertising Company, directed by Converse D. Marsh, is to move from its present quarters at William and Spruce streets, into new offices at 15 Spruce street, New York.

A NEW advertising agency started in Spokane, Wash., the Lonnquist-Stoney-Crump Company, Ziegler block, Spokane, Wash., is composed of A. L. Lonnquist, Geo. F. Stoney and Geo. E. Crump. The firm places chiefly local advertising for Spokane clients.

THE Commercial and Farmers' National Bank of Baltimore sends out a condensed statement of condition, taken from the official report, upon a card which is folded in an unusual manner. The card is entirely dignified in appearance, and is apt to receive more attention because of the unusual folding.

PROSPERITY FOR THE INDIANAPOLIS "STAR."

In circulation and in advertising patronage the Indianapolis *Star* has entered upon an era of prosperity never before experienced by the paper. One hundred and sixty-two and one-half columns of advertising were carried on April 8th—a regular Sunday issue. Classified advertising, it is stated, has increased in volume 72 per cent during the year. The daily circulation is now ahead of the low-water mark of 1905 by 9,000 copies, and the Sunday figures show a gain of 23,000 over last year's low-water mark.

THE daily average circulation of the Hartford, Conn., *Times* for 1905, as shown by a detailed statement furnished (April 16th) to Rowell's American Newspaper Directory, for 1906, was 17,037 copies.

It costs just as much to repeat an advertisement in PRINTERS' INK as it does to put in a new one. That is an explanation of the fact that the advertisements in PRINTERS' INK are always new and up to date.

MUNICIPAL CONTRACT AND BOND NEWS.

The New York *Commercial* is to have a department devoted to news of new contracts and bond issues of municipalities. It will be conducted by a municipal expert, Gustav J. Simon, formerly on the *American Banker* and New York *Financier*.

A FEW years ago newspapers and magazines were competing for general advertisers' favor on the assumption that each was the "best" medium for performing the same sort of service. It is now recognized by both publishers and advertisers that one is as different from the other as day and night. The question "Which?" is no longer raised, for the problem is how to use each to the best advantage, and as a combination.

THE editor of Rowell's American Newspaper Directory says that, after the issue for the current year, it is the intention to entirely discontinue the use of the word "circulation" as applied to the measurement of the output of a newspaper or periodical, and to substitute for it the words: "Copies printed." It is possible for every newspaper man to make known the number of copies he manufactures; and long experience has taught the Directory editor that the man who attempts to do more is likely to deceive himself or to be deceived.

THE work of helping sales by printed words is exacting. It is expensive too if poorly done.

It is not likely that the bill before Congress, penalizing trademark infringement, will be acted upon this session.

THE reorganized Kansas City Ad Club held its first dinner at the Coates House, that city, April 6. Members of the St. Louis advertising club were present.

THE *Times-Dispatch*, of Richmond, Va., has bought a piece of ground at Broad and Eighth streets, that city, and will erect a new building for its own use.

AFTER THE QUACKS IN CHICAGO.

Encouraged by the recent crusade against medical quacks in the East the Chicago Medical Society has asked that the Postoffice Department aid in eliminating from certain newspapers the advertisements of midwives and physicians who seek criminal practice.

TAKES A STAND AGAINST MUCK-RAKING.

The *American Magazine* has taken a definite stand against exposures, sensationalism and similar sins of the yellow magazines, and its May issue contains a strong utterance on the subject by Ellery Sedgwick, its editor. This editorial, entitled "The Man With the Muck Rake," says in part:

I am no apologist for the times we live in. They are better times, perhaps, than the world has ever seen before, but they are full of spectacular wickedness in high places of business and of politics, just as they are full of the meaner sins of smaller men. Evil is here and we must face it and beat it back, but shall we Americans gulp down the food every scandal-monger throws to us and swallow it hook, bait and sinker?

Magazines entered the province of journalism with certain great advantages in the work of forming public opinion. They are not bound by party affiliations. The intervals which

elapse between their publication dates imply a deliberate and dispassionate investigation of the facts. With the advent of the magazines into the political and social arena began that "new journalism" from which the country has a right to hope much—the journalism which deals thoroughly with a question, accepting information only at first hand and sparing neither time nor expense to get at the facts. To-day that new journalism, just risen to the fullness of its strength, is already in danger. It found the country sick of commercialism and it has caught the virulent disease. Circulation, and the money and power that circulation brings, is fast becoming the aim and object of its life. No franchise stealing legislator, no insurance rascal stealing the money that belong to widows and to orphans, does to his country more cruel injury than the editor who loses all sense of responsibility.

There are to-day three courses open to us as a nation. One is the course of Elkins and Aldrich in the Senate, of Rogers and Armour in the trusts, of Spencer and his ilk in the railroads. It is the course of obstruction to the declared will of the people, of impudent determination to preserve a system long since become intolerable. It is the course leading straight to destruction. There is another course which such men as these make us almost sympathize with at times, but which also leads to destruction. It is the course of Debs and of Hearst, of the yellow journals and the magazine heroes. And there is the third course. The course of the square deal. It demands publicity, the vigorous enforcement of the law. It calls upon the nation for earnest and unsleeping support. It calls upon the new journalism to give the people honest facts, helpful suggestions, constructive ideas. This is the course that the *American Magazine* believes in to the core.

IN STREET CARS REGULARLY.

A little booklet on street-car advertising, issued by M. Wineburgh & Co., New York, gives the following list of general commodities that have been advertised regularly in street cars for periods of two to ten years: Mennen's powder, Postum Cereal, Grape Nuts, National Biscuit Co.'s products, Sapolio and Hand Sapolio, Kleinert dress shields, Cascarets, Armour & Co.'s products, Pearl-line, Johann Hoff malt extract, Quaker Oats and Pettijohn's, O'Sullivan rubber heels, Shredded Wheat, Iver Johnson firearms, Omega Oil, Campbell soups,

Good ideas are generally developments of other ideas.

A FINANCIAL HANDBOOK.

N. W. Halsey & Co., bankers and security dealers, New York, have issued a new edition of their vest-pocket manual "Savings Bank Investments and Bonds," which gives the statutes governing such investments in different States.

ADVERTISING is by far the greatest single division of business—the most far reaching—the most influential in determining plans, policies and profits. Trademarks are guarantees of honesty in manufacture; trademarks are useless if not known, and they cannot be known without advertising. The trademark is generally the most valuable asset of a business and its establishment is costly. Advertising is the tool or machine with which it is made, and the cost is high or low according to the skill and knowledge with which it is handled. This skill and knowledge is not born in any man any more than an education in law, medicine or civil engineering is the result of pre-natal influence. An education in advertising is secured by the same methods that bring education in any other subject—by study and practice—by keeping pace with the progress of the art.

CENSORSHIP OF ADVERTISEMENTS.

In a dispassionate review of the patent medicine controversy reproduced in this issue, the Knoxville (Tenn.) *Sentinel* suggests that the newspapers should and probably will hereafter be more careful in accepting advertisements. Within well-established limits the duty of the publisher is plain as day. But to ask him to decline an advertisement unless he have positive proof that the statements in it are literally true is going beyond reason and common sense.

A newspaper is justified in assuming that its readers will ob-

serve the ancient maxim of law, "caveat emptor," let the buyer use his wits. Advertisements in reputable publications are so marked that even the most careless reader cannot mistake them for editorial endorsements.

A medicine manufacturer, for instance, says that his product will cure dyspepsia. Surely the publisher is not bound to have the stuff analyzed nor to make chemical tests before he accepts an advertisement of it. If a medicine is utterly worthless and if the statements made concerning it are a mass of brazen lies, the public can visit swift punishment upon the manufacturer and soon put him out of business. The remedy for evils of this class lies with consumers of the medicine.

If a newspaper, beyond rejecting obviously fraudulent advertisements, is bound to exercise the rigid censorship so persistently advocated of late, the principle must apply to all classes of advertising. Thus, a man advertises for a job as coachman, and represents that he has all the needed qualifications. Has anybody who hires him and finds him incompetent a ground for complaint against the paper publishing the ad?

No publisher denies his obligation to use reasonable care in accepting advertisements, but are not readers bound to exercise some prudence in buying?—*The Fourth Estate*.

A THRIVING NEW DAILY.

Though less than two months old, the Pittsburgh *Sun*, the new afternoon daily in that city, now claims an average circulation of 60,000 copies, and has carried over 166,000 lines of paid business during its first month. Charles A. O'Donnell, formerly of the Pittsburgh *Gazette*, has been made advertising manager, and the *Sun* states that card rates are adhered to absolutely. Smith & Thompson represent it in New York and Chicago.

TO GET BRITISH MAIL ORDERS.

In the London *Morning Leader* lately Catesby & Sons, prominent in British advertising and merchandising, took a full page to advertise their spring style-book of men's and boys' clothing, which is sent free by mail anywhere in the United Kingdom, pattern cards accompanying. While the primary idea seemed to be mail-orders for the book, the page was also transformed into a mail-order catalogue and local retail advertisement by printing specimen pages from the style-book itself.

LIFE INSURANCE AGENT ENDORSES STREET CARS.

A San Francisco expert on life insurance, Walter Hoff Seely, manager in that city for the Pacific Conservative, with offices in the Crocker Building, has been running cards in the street cars bearing his portrait and an invitation to consult him at his office as an expert. In *Mertz' Magazine* he gives street cars strong endorsement:

While I am not prepared to advocate the use of street cars to the exclusion of newspapers, or vice-versa, I am prepared to say for the street-car medium that, for a like expenditure, it reaches with its message a vastly larger number of people than any one daily newspaper or any group of newspapers. It is plain that we cannot deliver the same specific message at as great length through street-car advertising, as is possible through a larger expenditure in the daily press, but the persistency with which the street-car card confronts the traveling public makes it an excellent medium for life insurance advertising. The preparation of copy is a very difficult matter. There must be distinctive characteristics which will create comment. My own impression is that ordinary exploitation of life insurance as a system cannot be economically done through the medium of street cars. The every-day life insurance talk is equally applicable to all companies, and its presentation in street cars is just as likely to make business-getting easy for the representative of the Mutual Life or the Northwestern as it is for the Pacific Conservative. Even the fact that the name of the manager may appear upon that ad will not give him the exclusive value to which he is entitled unless accompanying the name is some trite expression, some extraordinary proposition, or some

peculiar trademark which is his own. The street car, too, offers exclusive advertising facilities. No other ad will appear to counteract the effect. Having determined to make a faithful test of street-car advertising and to follow a line of exploitation, which would be beneficial to me and my men exclusively, I sought to apply the principle of trite advertising which could not be mistaken for a campaign of general publicity. My picture is a trademark that cannot be infringed.

The proposition was submitted to one of the foremost advertising specialists of this city, a man whose very success begets success. Varney and Green, evolved the copy which has accomplished all that he promised for it and more than he dared to predict. He produced an ad which has been read and remembered. I have yet to meet a friend or acquaintance who has not seen it and commented upon it, and have yet to present my card to a stranger who does not recognize me as an insurance man whom he has met in the cars of the city.

That the advertisement paid for itself the first month it appeared is evidence of the drawing power of street-car advertising, in which a direct appeal is made for business.

"TRIMOUNT ADVERTISING CLUB."

The members of the advertising class of the Boston Young Men's Christian Association have formed themselves into an organization called the Trimount Advertising Club. The principal object of this club is co-operation, and to furnish a social center for the members. It has 22 charter members and the officers are as follows: President, Joseph G. Morgan; vice-president, Walter E. Weld; secretary, William F. Downing; treasurer, H. P. Nickerson. Executive Committee, the above named officers and O. K. P. Horsman, Fred W. Robinson and James A. Day. Honorary members have been elected as follows: Carlton Howell Tomes, E. W. Frentz, Frank Palmer Speare, Franklin P. Shumway, Chas. H. Taylor, Jr., and L. M. Hammond. To be eligible for membership in the club the applicant must be a student in the class, or be actively engaged in the advertising business or allied lines. Several members of the club are already actively engaged in the advertising business.

THE *Broadway News*, a new afternoon paper published by Augustus McCune, at 1439 Broadway, is devoted to the locality between 14th and 59th streets, and sells for one cent.

CANADA TAKES ACTION.

OFFICE OF THE POSTMASTER GENERAL,
WASHINGTON, D.C., March 10, 1906.
ORDER NO. 767.

The Postal Administration of Canada having advised this Department that circulation in Canadian mails at the publishers' rate of postage would not be allowed to the publications in the following list if they were published in Canada, and that unless said publications when received in Canada are prepaid by means of United States postage stamps at the rate applicable in the United States to miscellaneous printed matter, they will be returned to the United States: IT IS HEREBY ORDERED—reference being had to my Order No. 262, dated the 14th of September, 1905, printed on the first page of the United States Official Postal Guide for October, 1905, and to the stipulations of the Postal Convention in force between the United States and Canada—that the following publications be not admitted to the mails for Canada unless postage thereon be prepaid by means of postage stamps at the rate of one cent for each two ounces—the rate applicable to third-class matter in our domestic mails, viz:

Place of Publication.	Name of Paper.
Boston, Mass.....	Popular Fashions.
Do	Social Visitor.
Do	New Styles.
Do	The Columbian Household Monthly.
Do	Modern Priscilla.
Buchanan, Mich.....	Household Gem.
Chicago, Ill.....	Homemaker.
Do	Chicago Household Guest.
Do	Chicago Ledger.
Do	Ten Story Book.
Do	This for That.
Do	White Class Advertising.
Denver, Colo.....	Rocky Mountain Magazine.
Des Moines, Iowa.....	Ladies' Favorite Magazine.
Detroit, Mich.....	20th Century Review.
Dorchester, Mass.....	Youths' Companion.
Greenville, Pa.....	Woman's Realm.
Kansas City, Mo.....	Home Friend.
Do	Western Monthly.
Milwaukee, Wis.....	The Badger.
Minneapolis, Minn.....	Housekeeper.
Do	Home Magazine.
New York.....	New Era Monthly.
Do	American Queen.
Do	Good Literature.
Do	Hearthstone.
Do	The Delineator.
Do	The Designer.
Do	Pocket List of Railroad Officials.
Do	All Story Magazine.
Do	Argosy Magazine.
Do	Pluck and Luck.
Do	Work and Win.
Do	Collector.
Do	People's Home Journal.
Do	Modern Stories.
Do	Illustrated Companion.

New York.....	House Wife
Do	Happy Days.
Do	Golden Hours.
Do	Sabbath Reading.
Do	Le Costume Royal.
Do	McCall's Magazine.
Old Park, Ill.....	Star Monthly.
Philadelphia, Pa.....	Golden Days.
Portland, Me.....	Ladies' Magazine.
St. Paul, Minn.....	Farmer's Wife.
Springfield, Mass.....	Farm and Home.
Springfield, Ohio.....	Woman's Home Companion.
Topeka, Kans.....	Household.
Waterville, Me.....	Clifton Monthly.
Do	American Home.
Do	Fireside Gem.
Do	American Nation.
Do	Home Treasury.
West Derry, N.H.....	The Magnet.

GEORGE B. CORTELYOU,
Postmaster General.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion. \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

SUPERINTENDENT—Man of strong executive ability who can get results out of force of men. No "has been" considered. Write. HAPGOODS, Suite 611, 300 Broadway, N. Y.

EXPERIENCED advertising man wants to change position. Now with large mail-order house. Also experienced in retail advertising. "H. H." care Printers' Ink.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWS-PAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

CONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewiser"; 64 pp., 50c. postpaid, ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

EVERY ADVERTISER and mail-order dealer should read THE WESTERN MONTHLY, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

ADVERTISING man, 5 years' experience, now employed, wants congenial and permanent position. To such I can give very good services, starting at \$30. Familiar with all mediums, mail-order and office systems. TRANSON, 1007 Trude Bldg., Chicago.

AN IMMEDIATE POSITION. Manager Mail-Order Department \$2,000. Advertising Manager \$1,500, Bookkeeper \$1,300, Salesman \$1,800. Call or write for list of other positions and plan. BUSINESS OPPORTUNITY CO., 1 Union Square, New York.

YOUNG man (25) desires position as advertiser or business position. Graduate Pennsylvania College, post-graduate course Harvard University, Powell Advertising School. Had two years' experience along educational lines. F. W. EYSTER, 627 Phila. St., York, Pa.

ADWRITER wants position; Page-Davis man, and has been a pupil of the Little Schoolmaster for nearly two years. Can show sample of good work done for present employer. Prefers Pacific Coast.

"W. T. W."

728 Cole St., San Francisco, Cal.

YOUNG MAN, having experience in advertising or circulation department of publication, wanted as business representative to old-established sporting journal. Apply by letter only, stating age and experience. Address "EDITOR," 224 St. Mark's Square, Philadelphia.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$2,000 place, another \$3,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. J. WELL, Advertising and Business Expert, 55 Metropolitan Annex, New York.

DIRECTORY OF NOVELTY MANUFACTURERS.

AGENTS wanted to sell ad novelties, 2% com. 3 samples, 10c. J. C. KENYON, Owego, N. Y.

CRYSTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. ST. LOUIS BUTTON CO., St. Louis, Mo.

WRITE for sample and price new combination Kitchen Sink and Sill File. Keeps you as ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

ADVERTISEMENT CONSTRUCTORS.

"GRAINS OF GUMPTION," a 48-page booklet, with contents, which fully justify the title. 3c. **JED SCARBORO**, 657a Halsey St., Brooklyn, N. Y.

SOME kinds of advertising are (usually called) "attractive." Take away the noisy illustration or some breath-taking remark, and they're lost in emptiness. This kind **NEVER** pays. Some use unusual (o) or original (o) things. They're looked at or read (perhaps very closely) out of curiosity. This kind **SOMETIMES** pays. Others exaggerate. They over-estimate themselves or their goods. This kind pays—**ONLY** for a while. I write advertising that "sells goods"—nothing more. Suppose you write me a **LETTER** to-day asking me to prove that statement, eh? **ALF. W. BREUNINGER**, 310-312 Cherry St., Philadelphia.

DO YOU EVER

D need a series of really tactful business letters? Letters without a tinge of bombast, "ouddosing" or begging in them? Letters that simply tell a good, strong, probable story, after an interesting, self-respecting fashion that wins confidence from the man heartily sick of the other kind? Letters absolutely free from mere "hot air" that tell their story **FULLY** and then **STOP**. I do not claim omniscience—I do not even suspect myself of knowing all about anything—but I do know a few things—**EXCESSIVELY**, for instance. I know that I constantly receive what are called "follow-up letters" (often sent me without the least provocation) that are so downright repellant that they fairly fly into my waste paper basket, and I further know that I am not alone in this experience.

From such data as any one can furnish I frequently build Business Letters that receive the highest possible praise—viz., they are paid for without complaint.

Possibly I might be able to build some letters that would suit you.

No. 58. **FRANCIS I. MAULE**, 402 Sansom St., Phila.

DISTRIBUTING.

DISTRIBUTING was placed during the month of July in every town of any consequence in the Southeast by the **Bernard Advertising Service** for four of the largest users of house-to-house distributing in the U. S. Write for estimate to **CHAS. BERNARD**, 1516 Tribune Building, Chicago.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. OUR **DISTRIBUTORS' DIRECTORY** will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. **NATIONAL ADVERTISING CO.**, 709 Oakland Bank Building, Chicago.

ADVERTISING MEDIA.

THE EVANGEL. Scranton, Pa.
Thirteenth year; 20c. agent line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

THE Troy (Ohio) RECORD is a daily of the Montreal Star class published in a 6,000 town. Circulation covers city and Central Miami County thoroughly. Send for rate card.

COIN MAILER.

1,000 for \$2, 10,000, \$20. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

MISCELLANEOUS.

THE law (opinion) on any subject; 91. Address **THE HANLONS, Attorneys**, Washington, D.C.

ADDRESSES FOR SALE.

REMARKABLE NAMES FOR SALE.

We have compiled for our personal use in the soliciting of subscriptions the name and address of every farmer in the Corn Belt who owns 20 head of cattle. The live stock farmer is the progressive farmer, is the farmer who has money, and the farmer who has many needs. We can furnish these names by counties or States—Ohio to Kansas. Write us for particulars. **SUCCESSFUL FARMING**, Des Moines, Ia.

COIN CARDS.

25 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

TIN BOXES.

IF you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Hovlers, Vaseline, Sanitol, Dr. Charles' Fresh Food, New Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the little fellows. Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the U. S.

FOLLOW-UP SYSTEMS.

LETTERS that earn money. Ten follow-up letters for collecting circulation accounts. Now in use by 100 papers. **W. J. PARRETT**, Danville, Ill.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. **U. S. SOUVENIR POST CARD CO.**, 1140 Broadway, N. Y.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY**, Bittenhouse Bldg., Phila.

BOOKS.

**Successful Advertising.
HOW TO ACCOMPLISH IT.**

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of **TWO DOLLARS.** Address

Printers' Ink Publishing Co.,
10 Spruce St., New York

**Developing the
Advertising Field.**

Progressive publishers find that it pays to do some educational work by instructing the advertiser how to prepare and display advertisements. They sow the seeds and reap the harvest. The most effective way will be to send each advertiser and possible advertiser in your field a copy of the new enlarged edition of "89 Adwritings Rules." This booklet, in its enlarged form, will be the most complete, compact and systematically arranged treatise on ad-building published. These books will be sold in quantities to but one newspaper and magazine in its own field, and will bear its advertisement on the back cover. Forms are now being made up. Further information and prices by addressing **L. ROMMEL, Jr., 61d Merchant St., Newark, N.J.**

PRINTERS.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.**

ADDRESSING MACHINES.

ADDRESSING MACHINES.—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO., 39 Murray St., New York, 1310 Pontiac Bldg., 38 Dearborn St., Chicago, Ill.**

PAPER.

BASSETT & SUTPHIN.
43 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

PREMIUMS.

RELIABLE goods or trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 34th issue now ready: free. **S. F. MYERS CO., 47w. and 49 Maiden Lane, N.Y.**

POST CARDS.

SAMPLES of post cards, post card half-tones and prices for printing them. Sent to those writing a letter of inquiry for them. **STANDARD ENGRAVING CO., Photo-Engravers, New York.**

FOR SALE.

FOR SALE.—Two Linotype machines. **THE HEROLD COMPANY, Milwaukee, Wis.**

FOR SALE.—Daily (Inn.), Weekly (Dem.), job dept., \$3,500 cash, \$1,000 time. Address "B. A. R., 7 Printers' Ink."

\$300 buys \$600 county paper outfit. Used eight months. **H. L. PATTERSON, Nashville, Tenn.**

HALF TONES.

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.**

NEWSPAPER HALF-TONES.
23, 75c.; 34, \$1; 45, \$1.50.
Delivered when cash accompanies the order. Send for samples.
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid. 75c. 5 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. **P. O. Box 815, Philadelphia, Pa.**

EXCHANGE.

WILL trade \$500 Kimball Piano for space in live Daily, Weekly or Monthly. Fine condition. "J. W. R., 1530 Windsor Ave., Chicago."

PUBLISHING BUSINESS OPPORTUNITIES.

GREAT National Class Weekly, Having 100,000 circulation, Carrying extensive high-class advertising, Showing ample net profit. Capable of large enhancement. Can be bought on basis of earnings. Price \$125,000. Responsible parties see **EMERSON P. HARRIS, Broker in Publishing Property, 233 Broadway, New York.**

PRINTERS' SUPPLIES.

A Man's Size Agate Rule

measures 126 agate lines, also 14 other type measures, proofreader's marks, type information, tables, etc. By mail, 50 cents. **L. ROMMEL, Jr., 61d Merchant St., Newark, N.J.**

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY. 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3408 Sixteenth St., San Francisco, Cal.

THE H. L. IRELAND ADVERTISING AGENCY Write for particulars of the Ireland Service. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 35 Broad Street, N. Y. General Advertising Agents. Established 1873. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWANEY, San Francisco.—Largest agency west of Chicago; employ 40 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

ADDRESSING MACHINES AND FACSIMILE TYPEWRITERS.

AUTO-ADDRESSER.—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER" we make an **IMITATION TYPEWRITTEN LETTER** and all in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

PATENTS.

PATENTS that PROTECT.
Our 3 books for inventors mailed on receipt of 5 cts. stamps. **H. S. & A. B. LAUCEY, Washington, D. C. Estab. 1869.**

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, covering, lithographing, art printing. **THE KINSLEY STUDIO**, 345 E. 4th St., N. Y.

CLASS PUBLICATIONS.



20,000 Buyers
of (\$1,025,000,000 annually)
Hardware, Housefurnishing
Goods, etc.
Read every issue of the
Hardware Dealers'
Magazine.
Write for rates. Specimen Copy mailed on request.
258 Broadway, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS

ADVERTISING Cuts for Retailers; good; cheap. **HARPER ILLUS. SYNDICATE**, Columbus, O.

POSTAGE STAMPS.

IBUY at 4 off. unused, U. S.; c. o. d. R. E. OHSER, 2404 Milwaukee Ave., Chicago.

ADDRESSES WANTED.

COUNTRY names in Delaware, Maryland, both Carolinas, both Va.'s. **E. J. FAIRBET**, 343 North St., Baltimore, Md.

MAILING MACHINES.

THE DICK MATCHLESS MAILER. lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

MONEY MAILERS.

MONEY MAILERS—\$1.00 per M. Samples free. **KING KOIN KARRIER CO.**, Beverly, Mass.

SUPPLIES.

FREE samples of **Bernardi's Cold Water Paste** will be sent to any publisher, paperhanger, photographer, cigar maker or manufacturer who uses paste for any purpose and will test its merits. **BERNARD'S AGENCY**, Tribune Building, Chicago.

NOTE HEADINGS of Bond Paper. 5½x8½ inches, with envelopes (paid p. 100 for 60c.; 250 for \$1.10; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples **MERIT PRESS**, Bethlehem, Pa.

W D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine inks than any other ink house in the trade.

Special prices to cash buyers.

ADVERTISING.

Illustrate Your Ads



THE SPATULA CUT CATALOGUE (7th ed.) represents the largest and most varied collection of Half-tone and Line Illustrations for advertising and other purposes in the world. Thousands of beautiful and appropriate cuts for booklets, catalogues, circulars, magazines and papers. A picture book that is well worth all that is asked for it. Over 100 pp., 9½x12½, postpaid, 50 cents (refunded on first \$2.00 order).

BEAUTY BOOK

Full-page art pictures from original photographs of sixty of the most beautiful women in the world. Heavy coated paper. Electros for sale. No other book like it. Postpaid, 26 cents. Cut catalogue and Beauty Book together, 70c. Stamps taken.

SPATULA PUB. CO.

80 SUDBURY BLDG., BOSTON, MASS.

LARGEST INDEPENDENT MEDICAL WEEKLY IN AMERICA.

Circulation Exceeding 26,000 Per Week.

New York Medical Journal

A. R. ELLIOTT PUBLISHING CO., NEW YORK.

THE BANERET of Minneapolis IS THE BEST

medium for advertisers in the Scandinavian field of weekly papers.

It reaches the cream of the buying public and

A CLIENTELE DISTINCTLY ITS OWN.

It is an official organ of the Swedish Baptist Churches of the United States and Canada. Its news columns deal with everything that confronts the daily newspaper.

It's a *Clean, Bright and breezy* Journal, eliminating all objectionable advertising. The circulation is growing in a phenomenal manner and it offers the advertiser merchandise of a **Known Quality**.

Rate, 4 Cents per Agate Line. Size of paper (7 col.) from 10 to 14 pages.

THE BANERET, Tribune Building, Minneapolis, Minn.

THE BUILDERS OF SUBURBS.

When the fire of youth was burning
 brightly in us
 And our lexicon held no such word
 as Fail,
 When we scorned to think that luck
 might go "ag'in us"
 And dreamed of putting salt upon the
 tail
 Of that fickle bird called Fortune, we
 came flocking
 To the siren city singing by the sea—
 Still they come! the young men knock-
 ing—knocking—knocking
 At Manhattan's gates, as gaily as did
 we.
 Oh, the charm of the vast city! How
 it thrilled us
 In the days when first we knew its
 sounds and sights;
 With what wonderment its huge sky-
 scrapers filled us,
 How we reveled in its tumult and its
 lights;
 But there came a time when these
 things ceased to lure us,
 When the lives we led seemed com-
 monplace and vain,
 Then we knew there was one thing
 alone would cure us
 And we turned our faces country-
 ward again.
 Before us green trees beckoned us to
 follow,
 Behind us rose the siren city's voice,
 We knew her golden promises were
 hollow

But we halted, for we dared not make
 a choice;
 When you've known New York you
 cannot live without her,
 Though living with her always is a
 bore,
 So we built the suburbs up all round
 about her
 And we've Broadway and the wild-
 wood at our door.
 Just beyond the uproar and the mad
 confusion
 Of Manhattan we have found a rest-
 ing place;
 Nothing mars the peaceful calm of our
 seclusion,
 We can talk with Mother Nature face
 to face—
 But we are not isolated like the Lamas,
 We're as much a part of New York
 as are you,
 We are neither city folks nor are we
 farmers,
 But a sort of happy cross between
 the two.
 We are the Builders of Suburbs, the
 men who have tried and know
 The life of the boarding-house and flat
 —but that was long ago;
 We, too, have pined for the sun-lit
 fields, for flowers, birds and trees,
 But we were not willing to quit New
 York even for all of these,
 So we hit on a happy compromise—on
 the hem of Manhattan's gown
 Just where city and country meet we
 built the Suburban Town.
 CHARLES LOVE BENJAMIN.

My Ink Did the Trick

OFFICE OF THE "NEWS,"
 STRASBURG, Va., April 14, 1906.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—We work your colored inks constantly, largely on linen and bond papers, on two roller presses, and we had this compliment paid some cards printed in blue by us by one of the largest printing houses in the West, "To be frank with you, we could not improve on your printed work. It cannot be improved upon." We use reds, bronze blues, greens and browns, as you know, and we order all our inks from you.

Very truly,

BUSHING BROS., Publishers,

Every mail brings some sort of a compliment about my inks, and makes me feel just as happy as if all were orders. It matters not to me whether you buy a $\frac{1}{4}$ -pound can or a 500-lb. barrel as long as I have your good-will, and you send the money in advance. All I ask is a trial order, and when the inks are not found up to your idea of quality, the money is refunded and no questions asked. Send for my new sample book containing one hundred and twenty-five specimens.

ADDRESS:

PRINTERS INK JONSON

17 Spruce St., New York

The Advertiser, or the Agent,

who is going to prepare lists and estimates will find ROWELL'S AMERICAN NEWSPAPER DIRECTORY for 1906, a mighty handy, practical and economical assistant. ¶ Over 23,000 newspapers, magazines and periodicals painstakingly revised to date. ¶ If you estimate with Rowell's Directory, you estimate on the safe side. ¶ Send in your order *now*. ¶ Every advertising agent — every advertiser who spends as much as five hundred dollars a year in general advertising — every maker of material and supplies used in a publisher's office — and every firm who has occasional use for a partial or a complete list of newspapers, class papers and magazines published in the United States or Canada — ought to buy a copy of this Directory.

Ready May 20, 1906

Cloth and gold; over 1,500 pages. \$10 net cash,
sent carriage paid upon receipt of price.

THE PRINTERS' INK PUBLISHING CO., *Publishers,*
10 Spruce Street, New York City.

*From
Printers' Ink,
March 21, 1906.*

REASON WHY.

"Trust in the Lord and keep your powder dry," was Cromwell's battle cry.

And his "Ironsides" won.

"Plan your Advertising Campaign wisely and have your Copy Right," is the Ethridge-Kennedy idea.

It is winning out in American advertising.

The Ethridge-Kennedy idea of plan and copy has a reason back of it. It is "Reason-Why." And this Reason-Why advertising has been widely, crudely, ignorantly and unsuccessfully imitated.

The reason why the imitations have failed is this: Condensed type, italics, underscorings and short paragraphs are not reasons for anything.

"Reason-Why" copy sells what it presents to the reader as a salesman sells goods to a purchaser. It convinces by telling

the reason why in an original, convincing and compelling fashion.

The ability and experience which discovers and presents the Reason-Why is the real reason why. The manner of presenting the Reason-Why is secondary.

This company places real Reason-Why ability and experience at your service.

It plans Reason-Why campaigns and writes Reason-Why copy for 10 per cent of the cost of your advertising space—percentage to be not less than \$5,000. This includes placing charges.

An affiliated agency places your business and takes care of the clerical details. We save our time and energy for Reason-Why service to you. The arrangement operates perfectly, as we can show you. Write to us.

THE ETHRIDGE-KENNEDY
COMPANY,

(Telephone 4847 Gramercy)

41 Union Square,
New York City.

The Pattern Publications

The Dry Goods Journal and Buyers' Guide—A monthly trade journal containing hints and helps for the buyers, the advertising managers and the clerks of the stores in which *The Ladies' Home Journal Patterns* are on sale. The columns of this publication are open to advertisers who wish to communicate with the most progressive dry-goods and department stores in the leading cities of the United States.

The Quarterly Style Book—Illustrating and describing the complete assortment of *The Ladies' Home Journal Patterns*, this publication is a pictorial encyclopedia of current fashions. Each number contains over a hundred pages, with covers and fashion plates in colors. Its columns are open to reputable advertisers whose business is not competitive with the interests of our merchants.

The Monthly Style Book—The new and modern form of fashion sheet, each month containing the latest styles for women's wear. This publication is circulated exclusively through the stores in which *The Ladies' Home Journal Patterns* are on sale. Its columns are open to advertisers who wish to confine their publicity to important towns and cities, provided their "copy" is acceptable to our merchants.

For specimen copies, rates, circulation statements, etc., address the publishers.

THE HOME PATTERN COMPANY

Sole Manufacturers and Distributors of
THE LADIES' HOME JOURNAL PATTERNS

134 WEST 25TH STREET, NEW YORK.

JEFFERSON THOMAS, Manager of Advertising.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Daily and Sunday
"NEWS TRIBUNE,"
AUSTIN, Texas.

Editor Ready Made Department:

There are two papers here published daily—one in the morning and our own in the afternoon. On Sundays there is an Independent paper published for free distribution. This thing is thrown in the yards and the publishers claim in every yard in a radius of ten miles. Now this thing is sapping the life out of advertising in this town. It has no news value and all it does contain is a few "society notes." It's an outrage and an insult to any decent family to be "circularized" and "dodgered" on the Sabbath. How would you fight it? Your early favor appreciated.

Yours very truly,
F. L. BRITTAİN.

It strikes me that there is no occasion for fighting the *Sunday Morning Advertiser* just yet, if at all. If the people of Austin, Tex., are willing to be "dodgered" and "circularized" on the Sabbath, or any other day, and will read the advertisements and buy the goods advertised, all the fighting this side of doomsday will make no difference, except, possibly, to increase their interest in the *Sunday Morning Advertiser*.

If they don't want to be "dodgered" and "circularized," the aforesaid *Sunday Morning Advertiser* will exist, after a time, only at its publishers' expense, which is another way of saying that it will die. It contains only local news—principally personal items which very likely have been, and certainly should have been, printed by the other Austin papers during the week or in their Sunday editions of corresponding date. It is not a complete Sunday paper because it makes no attempt to give foreign news or print the stories and features which give the Sunday paper a magazine aspect. Still, it may pull a very strong stroke with its local items, for almost everybody is pleased to see his name in print and will give some attention to

any paper which gives him such attention. I should say that the best thing the other Sunday papers can do is to go right on making *complete* Sunday papers and giving special attention to local news on that day. If, within a reasonable time, it seems clear that their advertising will be seriously reduced, the prices of these papers might be cut, or advertising rates in the Sunday issues only might be so reduced as to be very discouraging to the "free" paper. Meantime the papers should be served with the greatest possible promptness, both in Austin and in the outlying districts; and it might be well to inaugurate, especially in adjacent territory, a subscription campaign based on some sort of a special subscription offer on the Sunday issue alone.

Answering the inquiry written on a copy of the paper in question, it seems to me that, in view of the announcement that it is entered as second class matter, it can be mailed at second class rates until somebody can and does prove that it is not entitled to that privilege. It may be interesting to state that there are a number of papers doing business on the basis of free distribution, but I do not now recall how many, if any of them, are entered as second class matter. It might not be easy, in any case, to show that any of them so entered is exceeding the proportion of sample copies which Uncle Sam so generously allows. Not very long ago, there was some talk that the department stores of New York might join forces and get out a daily paper for free distribution. Where the idea originated I do not know, but it all ended as it began—with "talk."

According to Rowell's American Newspaper Directory for

1905, the Austin (Tex.) *Statesman* printed during 1904 a Sunday edition averaging 9,956 copies, while the *News Tribune* had, at that time, no Sunday issue. The *Sunday Morning Advertiser* is listed, but bears these symbols (▲▲), which indicate that: "The name of this paper has been heard mentioned and has had a place in one or more lists purporting to catalogue the papers of the State; but the editor of Rowell's American Newspaper Directory is not in possession of satisfactory proof that it ever became an established publication."

This from a Bunch of Good Ones Running in the Philadelphia Bulletin.

We've a special "bracer" at our soda fountain for the "morning after." It's very popular with high livers. Stop in some morning when you are blue and we'll make you feel as if life was worth living once more.

Our physician will advise or prescribe for you. No charge.

BROWN'S,
Tenth and Arch Streets,
Philadelphia, Pa.

There is Mighty Little "Froth" in This Beer Ad from the Danbury (Conn.) News.

Conditioned Beer.

One of the reasons why lager beer tastes better at our bar than anywhere else is because we serve it at just the right temperature. Coming to us direct from the brewery in refrigerator cars it never loses its chill, and drawing such an immense quantity of it as we do, hour after hour, it is in exactly the right condition when set before our customers. Our beer is absolutely pure, strengthening, reviving and healthful, landing direct on that "dry" spot and quenching thirst as nothing else will.

FOLEY BROS.,
19 White Street,
Danbury, Conn.

The "Step Lively, Please" Tone That Should Characterize All Early Spring Advertising. From the Peoria (Ill.) Star.

Paper Early.

All our Spring styles of Wall Paper are in now, and many of our customers are taking advantage of the fact and getting their work done early. Others ought to follow their example. Do not wait for housecleaning time to get your walls in order, but do that in advance, and save much worry. There is a high order of value among the less expensive grades this year, which will be appreciated by many.

B. COWELL,
211 South Adams Street,
Peoria, Ill.

A Timely One That's Brief Yet Comprehensive.

Store Your Furs

We take care of them for you and assume all responsibility.

Insure them against damage by moth or fire, and put them where they can't be stolen.

If you want any alterations made it can be done much better now—and perhaps not charge you anything for storage.

Our rates for storage are based on your own statement of the value of the Furs.

BOGGS & BUHL,
Allegheny, Pa.

"We Do Not Sell Barnyard Eggs" is a Strong Point in This Good Ad from the Hartford (Conn.) Courant.

Fresh Eggs

We claim that we get the freshest Eggs that come to Hartford. They are gathered for us fresh every day.

They come to us from Poulterers who take the most scrupulous care of their Hens. They feed the best of Food, and as a result the Eggs that they supply us with are perfect in quality, as well as fresh.

We do not sell barnyard Eggs.

NEWTON & BURNET.
Telephones 1437 and 1438.
319 Asylum Street,
Hartford, Conn.

REYNOLDS COMPANY,
Progressive Retailers of Fine Clothing.
SYDNEY, C. B.

Editor Ready Made Department:

I enclose two ads which I have been running in our daily paper here. If you have space in your Ready-Made Department would you tell me what you think of them? I have been a constant reader of PRINTERS' INK for years and eagerly await its coming each week.

Thanking you in advance.

Respectfully yours,

FRED B. REYNOLDS.

I'm sorry to say that these ads do not appeal to me. Their phraseology is all right; but it is certainly a sad reflection on the business judgment of a merchant to overstock to such an extent that he must cut prices 25 or 30 per cent before the season has fairly begun. If the cuts are for the purpose of weeding out the stock carried over, that would be plausible and reasonable; but the ads do not say so; they talk about new goods only, and the inference is that new goods were bought so recklessly that they must be slaughtered almost as soon as they're unpacked. Typographically, the ads are excellent. Here is one of them:

WILL YOU LET US SOLVE THE
SPRING SUIT PROBLEM?

Most of our new suits are in—beauties too—the designs are bound to fit your fancies. We've taken unusual pains this season to secure handsome patterns and novel effects in the best tweeds and worsteds. Stylish, good fitting suits that would do credit to the best custom tailors.

Now with all this goodness we've priced the clothes so low that there's no excuse for your going without that spring suit any longer. The fact that we're overstocked, that we have too many suits on hand, is the reason for this great price reduction.

\$8 and \$9 suits now \$5.89.

\$10 suits now \$6.25.

\$12 and \$13 suits now \$8.50.

The proof of the pudding is in the eating. We'd like to have you come in and look the patterns over, try on a few of the coats.

THE REYNOLDS CO.,
298 Charlotte St.

From a Series of Interesting Ads Appearing in the Philadelphia Bulletin.

Angora Kittens \$5

The softest, fluffiest, daintiest, cutest kitties you ever saw. Imported direct from Europe. Each one has a lovely disposition and is thoroughly house-broken.

Usually sold at double.

CUGLEY & MULLEN,

"Pet Shop,"

1229 Market St.,
Philadelphia, Pa.

A Good Laundry Ad, from the Bangor (Me.) Daily Commercial.

Look at Your
Shirt Bosom

after it comes home from our laundry; notice how beautifully "slick and smooth" it is, and how the neckband really fits your neck. Our latest mechanical acquisition, steam, presses all our shirt bosoms; it is far superior to ironing, since it produces a perfect finish without stretching or wearing the goods in any way. Tell your friends.

WHITE STAR LAUNDRY,

18-20 Cross St.

The Porter-Parsons Co.,
Bangor, Me.

This Sounds as Though the Man Who
Wrote it Meant Just What He Said.
From the Memphis (Tenn.) Commercial Appeal.

No catch lots, but any lot; no special days, but any day; no brilliant music and no oratory, but a plain, straight-from-the-shoulder proposition of the highest finished lots in the best neighborhood in East End, at the lowest price ever offered you, \$20 per foot, for lots in Courtland Place, on terms of one-fourth down, 1, 2 and 3 years, if you want it that way.

Don't miss the chance. In Madison Heights, East End.

W. A. BICKFORD & CO.,
Memphis, Tenn.

THE MCCORMICK, SAELTZER Co., Inc.,
Wholesale & Retail Merchants.

REDDING, Cal.

Editor Ready Made Department:

Being a reader of PRINTERS' INK I take the liberty of submitting one of my ads for your criticism.

If I am out of order, in doing so, I trust you will pardon me.

Very respectfully yours,

M. KAHN.

It's a good ad, in that it makes a single strong point as to size of stock, conveying the idea of wide choice, then prints a few descriptions and prices, well displayed, the descriptions referring now and then to the illustrations to indicate style of garments. Of the three cuts, the one in the middle, while the best one, was never intended for use with the others, being different in style and not in the same proportion. The ad is well balanced, and the general effect is quite pleasing.

A Good Dental Ad, from the Pittsburgh (Pa.) Times.

What a Contrast!

Beautiful clothes, nicely kept finger nails and a mouth full of unsightly teeth. If this fits your case—see us at once—foolish to think of the pain. We have had too much experience to hurt you. Born here and established 19 years.

Corrugated suction plate and extracting.

\$10 per set.

Made only by us, thin yet strong, and adhere perfectly to any mouth.

Extracting Painless by air, gas or by an application to the gum, under the personal care of Drs. Urling.

Filling, 50c. up. Our Powder, 25.

URLING BROS.,
Home Dentists,
204 Sixth Street,
Pittsburg, Pa.

From the Philadelphia Bulletin.

How long can you afford to wait for a good investment?

Twice as long if your money is on deposit here. We pay 2 per cent subject to check.

THE UNION TRUST CO.,

715-719 Chestnut St.,

Philadelphia, Pa.

Strong Piano Talk, from the Philadelphia Public Ledger.

Do You Own a Steinway

or only a piano?

There are pianos by the hundreds—say 500 different names—but there is only one Steinway, just as there is only one form of perfection in anything else. Yet the word *piano*, as applied to the Steinway, is really a misnomer. The Steinway is a great, harmoniously assembled orchestra—the delicate clearness of the harp, the thousand voices of the violins, the purity of the wind instruments, the round velvetiness of the 'cellos and basses, the massive accumulation of the brasses—the completeness of all combined in one tone, commanded in exquisite delicacy by a soft touch, waking into wondrous power under resolute fingers, overwhelming in answer to the virtuoso's influence. As this Steinway orchestral voice makes possible the true interpretation of the best music, so in degree does it elevate and dignify all other music—however simple. There is no limit to its influence or power. If you have only a piano, you should get a Steinway; if you have not bought, come here and listen to the Steinway. We sell for cash, or on installments, or exchange on fair terms. Steinway Vertegrand, \$500; Steinway Miniature Grand, \$750. Sterling pianos, \$300 up, are the best values at their price.

N. STETSON & CO.,
1111 Chestnut St.,
Philadelphia.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The little picture marked No. 1 is supposed to illustrate a trade paper ad about six inches wide and two and a half inches deep. The picture in its original form was probably not without its good features, provided it had been intended for some other purpose than this. It illustrates the use of a check system at a soda counter, but it contains altogether too

drawing should have been prepared after the style of No. 2—strong and bold, with the article advertised made as prominent and brought as far toward the foreground as possible.

* * *

This whisky advertisement is one of a series now appearing in Southern newspapers. It is notable



No. 1

much detail for an illustration of this kind, and the article advertised is very nearly lost in the background. As a rule, the smaller the reproduction is to be the more carefully the drawing must be prepared—and care does not mean the introduction of fine lines and unnecessary detail. If this advertiser felt that he could spare so little space for illustration the

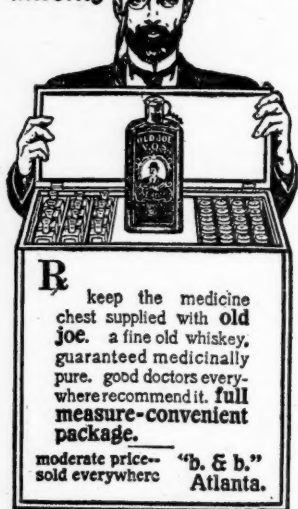


No 2

for its clearness, well-balanced display, and the printing qualities of the illustration. This reproduction was not made from a proof but from a clipping from a newspaper. It is not an easy matter to produce an illustrated 4 inch single column ad that will embody a pleasing illustration combined with good printing qualities. This

advertisement solves the problem. The trouble with most small newspaper advertisements is that

**"old joe" scientific
whiskey guarantee**



R keep the medicine chest supplied with old joe. a fine old whiskey, guaranteed medicinally pure. good doctors everywhere recommend it. full measure—convenient package.

moderate price—
sold everywhere

**"b. & b."
Atlanta.**

the illustration—if any be used—is either too weak to attract attention or so black as to show up in a blurred and unattractive way.

* * *

The Malt-Nutrine advertisement, shown here, occupies a full page in current magazines. The copy is good—not too much of it

The Ideal Tonic

A Prodigiously Liquid-Food

For Garmenting, Young Mothers, Growing Children, the Depleted, the Faded, all who need health and strength, a tonic appropriate and great enjoyment.

**ANHEUSER-BUSCH'S
Malt-Nutrine**

Malt-Nutrine builds Fine Flesh, Restores Brains and Nerves, Fights—because the strengthening elements of Pure Malt-Nutrine and the iron-building properties of Pure Iron—guaranteed pure, are almost instantly assimilated by the system, and produce a Quick, Sure, Vigorous Tonic.

Sold by all Druggists and Grocers.

Prepared by
Anheuser-Busch Brewing Ass'n
St. Louis, U. S. A.



—an excellent picture of the bottle is shown and the general appearance of the advertisement is to be commended.

* * *

Here is an Overland Limited

half page magazine advertisement which has its merits. The arrangement and display are excellent, although timid people might fear that the lady and gentleman will fall off the edge of the cliff and batter the type. The display of the type matter, by the way, is



**The Road
of a Thousand
Wonders**

North and South from San Francisco along the Southern Pacific the scenery is more varied than on any other one line of railroad in the world. A Thousand Wonders charm the eye—a new and contrasting delight for every average mile of road. The

**Overland
Limited**

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just a trifle too heavy; if it were somewhat lighter the contrast between it and the heavy border would be more marked and the general effect better. This advertisement is good enough and strong enough, however, to make it stand out very prominently above its neighbors in the magazines in which it appears.

OBITUARY.

The *American Advertiser* is not dying a natural death. I am simply killing it in the midst of an honorable and successful career because I see fit to do so for weighty and sufficient reasons.

I have found myself unequal to the struggle of dealing out continual hot shot to evil doers, while at the same time managing one of the most important advertising agencies in the United States. Naturally of an aggressive temperament, I am only content to do anything I undertake well, and I made a mistake in estimating my physical capacity to conduct an advertising business myself and at the same time undertake the championship of the whole advertising world.

I have done my utmost to make the *American Advertiser* the greatest publication of its kind.

A publisher is none the less a liar because he is a publisher.—*American Advertiser, Valedictory.*

FLORIDA, GEORGIA, IDAHO. De Funiak Springs, *Stockman*, monthly:

Below is presented a complete list of the newspapers and periodicals published in Florida, Georgia and Idaho, to which Rowell's American Newspaper Directory has ever accorded credit, or that have ever placed on file, with the Directory, any claim to have printed issues averaging so many as a thousand copies for the period of a full year.

The records are gleaned from advance pages of the Directory for 1906, which will be issued to subscribers the latter part of May next (subscription price \$10.)

For a thorough understanding of these State reviews of newspaper conditions it should be borne in mind that the average edition printed is always ascertained by a count of the actual number of copies of each separate issue, sufficiently complete and perfect for service to a subscriber or sale by a newsboy, the total being ascertained by adding the numbers expressing the separate issues, and dividing the total by the number of separate editions, to reveal the average edition for the period of a full year.

FLORIDA.

Arcadia, *De Soto Co. News*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has not since made any renewal of the claim.

Daytona, *Gazette-News*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has not since made any renewal of the claim.

Daytona, *Halifax Journal*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has not since made any renewal of the claim.

Copies printed: This periodical had credit for an issue of 1,500 in 1902, since which time it has not furnished a report, and was credited with printing more than 1,000 for the year 1903, but nothing to sustain so high a rating has since been received.

De Land, *News*, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

De Land, *Southern Field and Home*, monthly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Estero, *Flaming Sword*, weekly:

Copies printed: 2,300 in 1900
2,248 in 1901
2,000 in 1902
1,200 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Eustis, *Eustis Lake Region*, weekly:

Copies printed: In 1895 this paper had credit for an issue of 1,476, but since 1897 has not put forth any claim to so many as 1,000 copies.

Gainesville, *Sun*, morning and semi-weekly:

Copies printed: For the year 1902 the daily issue of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has not since made any renewal of the claim.

For the year 1899 the semi-weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accord of a rating to that effect. It has not since made any renewal of the claim.

Jacksonville, *Times-Union and Citizen*, morning and semi-weekly:

Copies printed: No definite information was ever obtained concerning the editions issued either daily or semi-weekly, but the former has had credit for exceeding 2,250 since 1895, and the semi-weekly exceeding 1,000 since 1901. Neither has ever claimed that the rating accorded was not as high as facts would warrant.

Jacksonville, *Metropolis*, evening: Marianna, *West Florida Bugail*, weekly:

Copies printed: 6,231 in 1900
7,018 in 1902
8,398 in 1903
8,760 in 1904
8,930 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Jacksonville, *Fraternal Ledger*, weekly:

Copies printed: For the years 1901 and 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Jacksonville, *Industrial Record*, weekly:

Copies printed: For the years 1902 and 1903 this paper had credit for an average issue exceeding 1,000 copies, but has not since made any claim for issuing so many.

Lake City, *Citizen-Reporter*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Lake City, *Florida Index*, weekly:

Copies printed: For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Lakeland, *Sun*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Live Oak, *Florida Christian Advocate*, weekly:

Copies printed: This paper had credit for issuing 3,214 in 1899, since which no report has been forthcoming, but it had credit for exceeding 2,250 in 1903 and more than 1,000 in 1905.

Live Oak, *Sewannee Democrat*, weekly:

Copies printed: No satisfactory report was ever obtained from this paper, but it had credit for issuing more than 1,000 in 1903 and 1905.

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Miami, *Metropolis*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Ocala, *Banner*, morning and weekly:

Copies printed: For the year 1899 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Ocala, *Evening Star*, daily and weekly:

Copies printed: For the year 1899 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Orlando, *Evening Star*, daily and weekly:

Copies printed: For the years 1902 and 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Orlando, *Star*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Palatka, *News and Advertiser*, weekly:

Copies printed: This paper had credit for issuing 2,224 in 1902, since which no report has been forthcoming, but it was thought to print more than 1,000 in 1905.

Palatka, *Times-Herald*, weekly:

Copies printed: For the year 1903

this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pensacola, Journal, morning:

Copies printed: 1,887 in 1901
2,441 in 1902
2,929 in 1903
3,540 in 1904
4,850 in 1905

This paper is entitled to be named on the PRINTERS' INK Roll of Honor.

Pensacola, News, evening and weekly:

Copies printed: No definite and satisfactory report has been obtained from this paper since 1899, and the publisher admits that he does not keep records that would make it possible for him to prepare such a report; but the daily edition has had credit for issuing more than 1,000 copies regularly since 1900 and including 1905.

Saint Augustine, Evening Record, daily and weekly:

Copies printed: Daily, 1,155 in 1905.

Tampa, Herald, evening and weekly:

Copies printed: 2,409 daily in 1904, since which no report has been received, but was believed to issue more than 1,000 in 1905.

Tampa, Morning Tribune, daily and weekly:

Copies printed: Daily 2,520 in 1900
5,608 in 1902
6,610 in 1903

Since 1903 its reports have failed to be definite and satisfactory, but was credited with exceeding 4,000 in 1905.

The weekly edition had credit for 2,092 in 1900, since which its reports have failed to be definite and satisfactory, but was believed to issue more than 1,000 in 1905.

Tampa, Times, evening and weekly:

Copies printed: For the year 1895 this paper had credit for an average issue exceeding 1,000 copies, but has since failed to furnish such definite information as would warrant the accordance of so high a rating.

Tampa, Sunday Globe and Union Label, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Titusville, East Coast Advocate, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies. A similar claim was put forward in 1903, but such definite information as would warrant the accordance of a rating to that effect was not received, and it has not since made any renewal of the claim.

Titusville, Florida Star, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1898 and 1900, but has not since sent any detailed and satisfactory statement to warrant giving it credit for issuing so many.

GEORGIA.

Alpharetta, Free Press, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Americus, Times-Recorder, morning and weekly:

Copies printed: The weekly edition of this paper has on three occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Ashwood, Southern Field and Fireside, monthly:

Copies printed: This paper had credit for an average issue of 1,605 for the year 1902, but has not since sustained any claim to issuing so many as 1,000 copies.

Athens, Banner, morning and weekly:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Athens, Clark Co. Courier, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Athens, Woman's Work, monthly:

Copies printed: No definite and satis-

factory statement of average issues was ever obtained from this periodical. It had credit for issuing more than 17,500 in 1895, more than 7,500 in 1901 and more than 4,000 ever since, including 1905.

Atlanta, Constitution, morning, Sunday and weekly:

Copies printed: daily: 18,330 in 1899
38,833 in 1904
38,590 in 1905
Sunday: 42,319 in 1904
43,731 in 1905
Weekly: 89,798 in 1899
107,925 in 1904

In the absence of any report the weekly was credited in 1905 with issuing more than 75,000 copies.

The daily and Sunday issues of this paper are entitled to a place on the PRINTERS' INK Roll of Honor, and the Directory has accorded to the daily the so-called Gold Marks (●●●), which are explained to mean that advertisers value it more for the class and quality of its circulation than for the mere number of copies printed.

Atlanta, Journal, morning, Sunday and semi-weekly:

Copies printed: daily: 30,159 in 1900
35,565 in 1901
37,828 in 1902
38,928 in 1903
43,633 in 1904
46,038 in 1905
Sunday: 35,526 in 1903
41,928 in 1904
47,908 in 1905
Semi-weekly: 28,389 in 1900
30,734 in 1901
34,105 in 1902
39,931 in 1903
56,731 in 1905

Every edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor, and in the matter of circulation reports it has by far the cleanest record of any paper in Georgia.

Atlanta, News, evening:

Copies printed: 20,040 in 1903
24,230 in 1904
24,402 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Atlanta, Age, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Atlanta, Christian Index, weekly:

Copies printed: 8,500 in 1896
9,276 in 1902
9,858 in 1903

Since 1903 the circulation reports from this paper have not been definite and satisfactory, but it was credited with more than 7,500 in 1905.

Atlanta, Southern Architect and Building News, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Atlanta, Southern Evangelist, weekly:

Copies printed: 1,448 in 1902
1,581 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Atlanta, Southern Presbyterian, weekly:

Copies printed: 2,808 in 1899
3,803 in 1903
4,369 in 1904

In the absence of a satisfactory report this paper was credited with issuing more than 4,000 in 1905.

Atlanta, Southern Star, weekly:

Copies printed: No report was ever obtained from this paper. It had credit for over 4,000 in 1895, over 2,250 in 1898, over 1,000 in 1900, but was not in 1905 thought to issue so many.

Atlanta, Sunny South, weekly:

Copies printed: Definite and satisfactory statements of issues from this office are rare. The only one ever obtained was for the year 1903, when it had credit for an average issue of 72,725. In the absence of any report it was thought to issue more than 40,000 in 1904 and more than 20,000 in 1905.

Atlanta, Wesleyan Christian Advocate, weekly:

Copies printed: 11,485 in 1894 and 11,542 in 1899, since which time no definite and satisfactory report has been obtained, but was thought to issue more than 7,500 in 1901 and more than 4,000 in 1905.

Atlanta, Southern Cultivator and Dixie Farmer, semi-monthly:

Copies printed: 30,125 in 1903
40,250 in 1904
47,645 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Atlanta, Southern Merchant, semi-monthly:

Copies printed: This paper had credit for an average issue of 2,766 in 1902, of over 2,250 in 1903, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Atlanta, Cotton, monthly:

Copies printed: This paper on one

occasion seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Atlanta, Cotton Seed Oil Magazine, monthly:

Copies printed: This periodical has never furnished a definite and satisfactory statement of copies issued; but has been credited with more than 1,000 since 1899 and for the year 1905.

Atlanta, Dixie Woodworker, monthly:

Copies printed: No detailed satisfactory report of its issues was ever obtained from this paper; but it has had credit for exceeding 1,000 since 1898 and including 1905.

Atlanta, Georgia Eclectic Medical Journal, monthly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Atlanta, Journal-Record of Medicine, monthly:

Copies printed: 1,525 in 1897 and 1,525 in 1904. In the absence of any report was credited with exceeding 1,000 in 1905.

Atlanta, Pythian Lodge Secret, monthly:

Copies printed: This paper had credit for an average issue of 2,833 in 1897, of 2,858 in 1899, since which time it has not furnished a report, but was credited with printing more than 2,250 copies for the year 1903 and more than 1,000 in 1905.

Atlanta, Railroad Herald, monthly:

Copies printed: 2,818 in 1901
4,070 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Atlanta, Railroad Record and Common Carrier, monthly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Atlanta, Repairer, monthly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1903 and 1904, but has not since set up any claim for issuing so many.

Atlanta, Southeastern Underwriter, monthly:

Copies printed: For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Atlanta, Southern Carbonator and Bottler, monthly:

Copies printed: For the year 1905 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect.

Atlanta, Southern Druggist, monthly:

Copies printed: This paper had credit for an average issue of 1,891 in 1903, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Atlanta, Southern Drug Journal, monthly:

Copies printed: This paper never furnished a definite and satisfactory report, but had credit for more than 1,000 in 1904 and 1905.

Atlanta, Southern Educational Journal, monthly:

Copies printed: This paper had credit for an average issue of 2,500 in 1894, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies in 1898 and ever since, including 1905.

Atlanta, Southern Fancier, monthly:

Copies printed: This paper never made a definite and satisfactory report, but was credited with more than 1,000 in 1905.

Atlanta, Southern Freemason, monthly:

Copies printed: This paper had credit for an average issue of 2,208 in 1904, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Atlanta, Southern Ruralist, monthly:

Copies printed: 25,083 in 1902 and 42,791 in 1904, since which no report has been received, but was credited with more than 20,000 in 1905.

Atlanta, Voice of the People, monthly:

Copies printed: This paper had credit for an average issue of 4,162 in

1903, since which time it has not furnished a report, but was credited with printing more than 2,250 copies for the years 1904 and 1905.

Atlanta, *Watts' Official Railroad Guide*, monthly:

Copies printed: This paper never made a definite and satisfactory statement, but had credit for issuing more than 2,250 in 1904 and more than 1,000 in 1905.

Augusta, *Chronicle*, morning, Sunday and semi-weekly:

Copies printed: Daily, including Sunday, 5,661 in 1904 and 6,043 in 1905.

Semi-weekly, 4,512 in 1904 and, credited, in the absence of a report, with issuing more than 2,250 in 1905.

The daily and Sunday issues of this paper are entitled to a place on the PRINTERS' INK Roll of Honor, and the daily edition has been accorded the so-called Gold Marks (GG) by the Directory, which are explained to mean that advertisers value the paper more for the class and quality of its circulation than for the mere number of copies printed.

Augusta, *Herald*, evening and weekly:

Copies printed: The daily edition of this paper had credit for an average issue of 5,973 in 1899, since which it has not furnished a report, but has been credited with printing more than 2,250 copies ever since, including the year 1905.

The weekly edition in the year 1898 seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Augusta, *Tribune*, evening and weekly:

Copies printed: 2,339 in 1900, since which it has made no report, but was credited with more than 1,000 since 1902 and including 1905.

The weekly edition had credit for issuing more than 1,000 copies regularly in the years 1900 and 1901, but has not since set up any claim for issuing so many.

Augusta, *Georgia Baptist*, weekly:

Copies printed: This paper had credit for an average issue of 2,128 in 1901, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies since 1902 and including 1905.

Augusta, *Mirror*, weekly:

Copies printed: This paper had credit for issuing 1,780 copies regularly in the year 1901 and more than 1,000 in 1902, but has not since set up any claim for issuing so many.

Augusta, *Dental Hints*, monthly:

Copies printed: 3,000 in 1904 and in the absence of a report was credited with exceeding 2,250 in 1905.

Bainbridge, *Argus*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Bainbridge, *Democrat*, weekly:

Copies printed: This paper had credit for an issue of 2,300 in 1895, since which it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies since 1900 and including 1905.

Barnesville, *News-Gazette*, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Blakely, *Southern Pit Games*, monthly:

Copies printed: This paper had credit for issuing more than 1,000 copies in the years 1895 and 1896, but has not since set up any detailed and satisfactory claim for issuing so many.

Blue Ridge, *Post*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Blue Ridge, *Southern World*, weekly:

Copies printed: This paper had credit for issue more than 1,000 copies regularly in the year 1899, but has not since set up any claim for issuing so many.

Brunswick, *News*, morning:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Buenavista, *Marion Co. Patriot*, weekly:

Copies printed: This paper had credit for an average issue of 1,480 for

the year 1903, but has not since made claim to issuing so many as 1,000 copies.

Canon, *Universalist Herald*, weekly:

Copies printed: This paper had credit for an average issue of 1,035 for the year 1899, but has not since sustained any claim to issuing so many as 1,000 copies.

Canton, *Cherokee Advance*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Carrollton, *Carroll Co. Times*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Carrollton, *Carroll Free Press*, weekly:

Copies printed: 1,475 in 1901 and 2,044 in 1902, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies since 1902 and including the year 1905.

Cartersville, *News and Courant*, weekly:

Copies printed: 1,402 in 1898, since which time this paper has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies in 1900 and ever since, including the year 1905.

Cedartown, *Standard*, weekly:

Copies printed: This paper had credit for an average of more than 1,000 in 1900, since which time it has not furnished any definite and satisfactory report, but has been credited with printing more than 1,000 copies ever since, including the year 1905.

Columbus, *Enquirer-Sun*, morning, Sunday and weekly:

Copies printed: No satisfactory detailed statement was ever obtained from this paper; but it has had credit for issuing more than 1,000 copies daily since 1898, and Sunday and weekly since 1903. It has on numerous occasions indicated a desire to have a higher rating, but such definite information as would warrant it has never been forthcoming.

Columbus, *Ledger*, evening, Sunday and weekly:

Copies printed: daily: 3,500 in 1902
7,371 in 1903
9,041 in 1904
8,882 in 1905

The weekly edition for the year 1901 seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

The daily edition is entitled to a place on the PRINTERS' INK Roll of Honor.

Columbus, *Southern Christian Recorder*, weekly:

Copies printed: Although the publisher of this publication admits that no such record is kept as would make it possible to prepare a circulation statement such as the Directory requires from other papers with which this one is likely to be brought into competition, yet he gives out figures purporting to represent the average issue. In other words, tells what its circulation is, and at the same time admits that he does not know.

Conyers, *Free Press*, weekly:

Copies printed: No satisfactory detailed statement was ever obtained from this paper, but it had credit for issuing more than 1,000 copies regularly in the years 1903 and 1905.

Cordele, *Sentinel*, weekly:

Copies printed: This paper had credit for an average issue of 1,797 for the year 1896, but has not since made claim to issuing so many as 1,000 copies.

Covington, *Georgia Enterprise*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Cumming, *North Georgian*, weekly:

Copies printed: This paper had credit for an average issue of 1,824 in 1897, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies from 1900 to 1904, since which it has not been thought to issue so many.

Dalton, *Argus*, weekly:

Copies printed: This paper had credit for an issue of 1,500 for the year 1,896, but has not since made claim to issuing so many as 1,000 copies.

Dalton, North Georgia Citizen, weekly:

Copies printed: This paper had credit for an average issue of 1,059 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Dawson, News, weekly:

Copies printed: This paper had credit for an issue of 1,100 in 1900, 1,300 in 1902, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies for the year 1905.

Decatur, De Kalb New Era, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Dublin, Courier-Dispatch, semi-weekly:

Copies printed: This paper never furnished a definite and satisfactory statement but has had credit for issuing more than 1,000 in 1903 and 1905.

Elberton, Star, weekly:

Copies printed: 1,672 in 1900
2,169 in 1903
2,372 in 1904
2,199 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Ellijay, Courier, weekly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Fitzgerald, Citizen, weekly:

Copies printed: This paper had credit for an average issue of 1,275 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Fitzgerald, Enterprise, weekly:

Copies printed: This paper had credit for an average issue of 1,159 in 1900, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies in 1902 and 1905.

Gabbettville, Enterprise and I. B. O. Journal, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite

information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Gainesville, Eagle, weekly:

Copies printed: This paper had credit for an average issue of 1,411 in 1903, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the years 1904 and 1905.

Gainesville, Industrial News, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Griffin, News and Sun, morning and weekly:

Copies printed: Without ever having received a detailed and satisfactory report the weekly edition of this paper was credited with issuing more than 1,000 in 1904 and 1905.

Hinesville, Liberty Co. Herald, weekly:

Copies printed: This paper had credit for an average issue of 1,050 for the year 1900, but has not since made claim to issuing so many as 1,000 copies.

Jackson, Argus, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Jefferson, Jackson Herald, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. The publisher has admitted that no such record has been kept as would make it possible to prepare such a statement of average issues as the Directory editor requires.

Lafayette, Walker Co. Messenger, weekly:

Copies printed: 1,427 in 1901
1,590 in 1902
1,640 in 1903
1,736 in 1904
2,005 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Lagrange, Reporter, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had

an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Lawrenceville, Gwinnett Journal, weekly:

Copies printed: This paper has never furnished a definite and satisfactory statement, but has had credit for more than 1,000 in 1903 and 1905.

Macon, Evening News, daily:

Copies printed: For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Macon, Telegraph, morning and semi-weekly:

Copies printed: No definite and satisfactory statement was ever obtained from either edition of this paper, but the daily was credited with exceeding 4,000 in 1891, over 2,250 in 1898 and over 1,000 in 1904 and 1905.

The semi-weekly had credit for exceeding 2,250 in 1896, and exceeding 1,000 in 1904 and 1905.

Macon, Southern Poultry Courier, monthly:

Copies printed: 1,625 in 1903
2,333 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

McRae, Enterprise, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Madison, Advertiser, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Marietta, Journal, weekly:

Copies printed: No definite and satisfactory statement was ever obtained from this paper, but it has had credit for exceeding 1,000 in 1903 and 1905.

Milledgeville, News, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the ac-

cordance of a rating to that effect. It has not since made any renewal of the claim.

Milledgeville, Union-Recorder, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Monroe, Walton News, weekly:

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Monroe, Walton Tribune, weekly:

Copies printed: This paper had credit for an average issue of 1,156 in 1901, of 1,415 in 1903, since which time it has not furnished a report, but was credited with printing more than 1,000 copies in 1904 and 1905.

Montezuma, Record, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Moultrie, Observer, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Nashville, Herald, weekly:

Copies printed: This paper had credit for an average issue of 1,076 for the year 1904, but has not since made claim to issuing so many as 1,000 copies.

Newnan, Herald and Advertiser, weekly:

Copies printed: 1,325 in 1895
1,475 in 1896
1,650 in 1900
1,800 in 1903

In the absence of any report this paper had credit for issuing more than 1,000 in 1905.

Pavo, Pilgrim's Banner, monthly:

Copies printed: 1,200 in 1901
1,076 in 1903
1,336 in 1904
1,565 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Quitman, Advertiser, weekly:

Copies printed: This paper has never made a detailed and satisfactory statement, but had credit for more than 1,000 in 1905.

Quitman, Free Press, weekly:

Copies printed: This paper has never furnished a detailed and satisfactory statement, but has had credit for more than 1,000 since 1900, including 1905.

Reidsville, Tattnall Journal, weekly:

Copies printed: This paper has never had credit for issuing so many as 1,000 copies, and never furnished a statement to warrant such credit, but has on one or more occasions recorded a protest against the rating accorded to it.

Rockmart, Courier, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1899, but has not since set up any claim for issuing so many.

Rome, Tribune, morning and weekly:

Copies printed: No definite and satisfactory statement was ever obtained concerning the average issue of either the daily or the weekly, but each has been credited with exceeding 1,000 since 1903, including 1905.

Rome, Masonic Herald, monthly:

Copies printed: 2,058 in 1901
2,158 in 1902
2,216 in 1903
2,366 in 1905

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Sandersville, Progress, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Savannah, News, morning and weekly:

Copies printed: No report of issues put out was ever obtained for either the daily or the weekly edition of this paper, but the daily was believed to exceed 4,000 in 1905 and the weekly to exceed 1,000.

To the daily edition the Directory accords the so-called Gold Marks (◎◎), which are explained to mean that advertisers value it more for the class and quality of its circulation than for the mere number of copies printed.

Savannah, Press, evening:

Copies printed: This paper had credit for an average issue of 5,403 in 1898, since which time it has not fur-

nished a definite and satisfactory report, but has been credited (probably erroneously) with printing more than 4,000 copies since 1900 and including 1905.

Savannah, Labor Herald, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1903 and 1904, but has not since set up any claim for issuing so many.

Savannah, Naval Stores Review, weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the years 1902 and 1903, but has not since set up any claim for issuing so many.

Savannah, Southern Gazette, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Savannah, Tribune, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Savannah, New York Musical Echo, monthly:

Copies printed: No definite and satisfactory report ever came from this paper, but it has been thought to issue more than 1,000 since 1901, including 1905.

Savannah, Southern Drug and Paint Review, monthly:

Copies printed: This paper had credit for an issue of 2,500 in 1894, since which time it has not furnished a definite and satisfactory report, but has been credited with printing more than 1,000 copies since 1898 and including 1905.

Sparta, Ishmaelite, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Statesboro, News, weekly:

Copies printed: This paper has never furnished a satisfactory report, but had credit for more than 1,000 in 1903 and again in 1905.

Summerville News, weekly:

Copies printed: This paper had credit for an average issue of 1,104 for the year 1901 and 1,149 in 1902, but has not since made claim to issuing so many as 1,000 copies.

Tallulah Lodge, Silk, monthly:

Copies printed: For the year 1905 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect.

Tallapoosa, Journal, weekly:

Copies printed: This paper had credit for an average issue of 1,325 in 1898, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies in 1903, 1904 and 1905.

Thomaston, Times, weekly:

Copies printed: This paper had credit for an average issue of 1,053 for the year 1898, but has not since made claim to issuing so many as 1,000 copies.

Thomasville, Times-Enterprise, morning and weekly:

Copies printed: The weekly edition of this paper had credit for exceeding 1,000 in 1904 and 1905, although its reports were neither in detail nor satisfactory.

Tifton, Gazette, weekly:

Copies printed: 1,689 in 1900, and 2,225 in 1904. In the absence of a report was credited with exceeding 1,000 in 1905.

Valdosta, Times, evening and semi-weekly:

Copies printed: The semi-weekly edition had an average issue in 1905 of 3,896 copies, and is entitled to a place on the PRINTERS' INK Roll of Honor.

Vienna, News, weekly:

Copies printed: On one occasion this paper seemed to assert that it had an average issue exceeding 1,000 copies but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has never made any renewal of the claim.

Warrenton, Clipper, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Washington, Reporter, weekly:

Copies printed: 1,145 in 1905.

Waycross, Journal, semi-weekly:

Copies printed: No definite and satisfactory statement was ever obtained from this paper, but it had credit for exceeding 2,250 in 1904 and 1905.

Waynesboro, True Citizen, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Westpoint, News, weekly:

Copies printed: This paper had credit for an issue of 1,500 in 1902, since which time it has not furnished a definite and satisfactory report, but was credited with printing more than 1,000 copies for the years 1904 and 1905.

Winder, Jackson Economist, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

IDAHO.

Blackfoot, Idaho Republican, weekly:

Copies printed: 1,052 average issue in 1905.

This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Boise, Evening Capital News, daily; Idaho Capital News, weekly:

Copies printed: daily: 2,512 in 1902
2,761 in 1903
3,296 in 1904
4,137 in 1905
Weekly: 2,405 in 1902
3,475 in 1903
3,536 in 1904
3,041 in 1905

These papers are entitled to a place on the PRINTERS' INK Roll of Honor.

Boise, Idaho Statesman, morning and semi-weekly:

Copies printed: daily: 2,689 in 1899
4,299 in 1905

For the year 1900 the semi-weekly issue of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

The daily edition of this paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Caldwell, *Gem State Rural*, Twin Falls, *News*, weekly:

Copies printed: No definite and satisfactory statement was ever obtained from this paper, but it had credit for exceeding 1,000 in 1903 and 1905.

Caldwell, *Idaho Odd-Fellow*, monthly:

Copies printed: 2,312 in 1903 and 2,291 in 1904. In the absence of a report was credited with exceeding 1,000 in 1905.

Grangeville, *Idaho Co. Free Press*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Grangeville, *News*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Idaho Falls, *Idaho Register*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Lewiston, *Tribune*, morning and weekly:

Copies printed: No definite and satisfactory statement for the daily ever came to hand, but it had credit for exceeding 1,000 in 1902, 1903, 1904 and 1905.

The semi-weekly had an average issue of 1,688 in 1897, since which its reports have not been definite and satisfactory, but it was given credit for exceeding 2,250 in 1905.

Lewiston, *Teller*, evening and weekly:

Copies printed: The weekly edition of this paper had credit for an average issue of more than 1,000 in 1904, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Sandpoint, *Northern Idaho News*, weekly:

Copies printed: 1,523 in 1905. This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

Copies printed: 1,011 average issue in 1905.

Weiser, *Signal*, semi-weekly:

Copies printed: This paper had credit for an average issue of 1,164 for the year 1900, but has not since made any claim to issuing so many as 1,000 copies.

It is not supposed that any Florida, Georgia or Idaho paper not named in the list printed above makes any claim, or has during the past ten or twelve years made any claim to issuing regularly as many as 1,000 copies.

For eight consecutive weeks there have appeared in PRINTERS' INK condensed revisions of newspaper circulation reports covering eleven States and territories and the District of Columbia, as gleaned from the annual volumes of the American Newspaper Directory, issued during the past fourteen years. It is an extraordinary endorsement of the accuracy of that work that up to the present time no inaccuracy has been detected in any of the reviews, although they deal with nearly three thousand papers and cover the reports received through a period of nearly half a generation.

ROWELL'S American Newspaper Directory is the only source of accurate information about American newspapers. Its drag-net is set all the while for facts, and all of its information is available for use in PRINTERS' INK. Publications change. Their relative positions in their field are not the same this year as last. Things are happening all the while that should have an effect on next year's plans—on next year's list of publications an advertiser should use.

CHAS. W. KESSER, who has been with Thomas Meehan and Sons, Inc., for nearly fourteen years, has taken charge of the Advertising Department of the E. T. Burrows Co., Portland, Maine; the largest makers of fly screens in the world.

"Forty Years an Advertising Agent," by George Presbury Rowell. Issued from the press, Tuesday, January 16, 1906. 8vo. Cloth and gold. 517 pages. Thoroughly indexed.

Only rarely does a book of reminiscences appear which equals in interest "Forty Years an Advertising Agent," written by Mr. George Presbury Rowell. A quick and keen observer, with a retentive memory and a gift of expression, he has given to the world one of the most readable volumes of recent years.—*New York, N. Y., Leslie's Weekly, April 5, 1906.*

Mr. Rowell has always been a powerful force in his field and his side lights on the history of the United States in the latter end of the nineteenth century give some views not to be found elsewhere. He deals exclusively with facts, yet his story has all the romance of fiction. Mr. Rowell in this series of articles has surprised those of his friends, who have known him as an advertising man pure and simple, one who could arrange display to catch the eyes of the people and interest them in what they might want to buy, but his literary genius displayed in this series of fifty-two letters was not generally suspected. During Mr. Rowell's long career in the advertising field he has occupied a position at once unique and commanding. His orders were always as good as the gold—no merchant ever discounted his bills more promptly—yet he has been assailed more than any other man in the business, both by publishers and advertising agencies. The assaults of the former were more open than the latter, but both have been very bitter. The cause for the attacks by publishers was his insistence on knowing the circulations of the papers he used for his clients. The latter appreciated his services in this line and his business prospered. Mr. Rowell also declared that a week was always ample time in which to audit a publisher's account and make payment, provided, of course, that the publisher furnished proper vouchers, and financially weak agencies did not relish that, as they liked to take thirty days to four months' credit. Mr. Rowell also was very vigorous in preaching his ideas regarding the advertising agency business and he seemed to care not whom he hit, but kept pounding away at the evils he desired to eliminate. Suffice it to say that to Mr. Rowell's influence very largely is due the change from unknown circulation figures of newspapers to the published figures as pretty generally made public. Such a virile character has naturally been in the front rank in his chosen field, and his views of life and business as now recounted in his retirement after a most strenuous career are naturally an accurate reflection of the true conditions existing during the period covered.—*Port Huron, Mich., Times, March 22, 1906.*

By far the most interesting book to the newspaper man that has appeared at any time.—*St. Johns, Mich., News, March 22, 1906.*

Is not the ordinary, matter-of-fact, humdrum, recital of a business career, but from beginning to end it holds the readers' attention with surprising interest.—*Chicago, Ill., Advance, March 29, 1906.*

The history of newspaper advertising in the United States as a systematic business proposition is pretty nearly coincident with Mr. Rowell's years of business activity.—*Brattleboro, Vt., Phoenix, March 30, 1906.*

The book deserves a far more extensive reading than its title is likely to secure for it, for a narrative history of two score years of American journalism is found within its covers.—*Macon, Ga., Telegraph, April 2, 1906.*

Is a book of such lively and delightful reminiscences that any reader would be beguiled into absorbing it all, once his attention was attracted to any portion of it. How the "art of publicity" as a business force grew so rapidly from such small beginning Mr. Rowell can authoritatively declare. But what experiences and acquaintanceships attended Mr. Rowell himself in the path of it no one with a less delightful author's pen and gift at reminiscences could half set forth. Of all his interesting contemporaries he has considerable to say, and in a manner so honest, simple and frank that it appeals to the reader in a peculiarly intimate and pleasant fashion. His own affairs and interests are discussed and unfolded in the same truthful and straightforward manner, and wherein he failed, or wherein he succeeded, declared with equal openness and placidity. To analyze his failures and discern their causes, with a view to learning wisdom by experience, was a neat fashion of his own which has the effect of breaking the force of them both to himself and the sympathetic reader. His successes, however, were numerous and consoling, and as he made a fair fortune in the advertising business and really built up the new force in the business world, the entire path of operations may well enlist the attention of all business men. The keen observation of one who knew men, read motives and caught the humor in the whole life-comedy shows itself in this man's life and story and makes the tale of an advertising agent something far beyond what the simple title might suggest.—*St. Louis, Mo., Globe-Democrat, April 1, 1906.*

Price, \$2. Can be ordered of book-sellers or news agents, or will be sent by mail, postage paid, on receipt of price. Address with check or postal order: Printers' Ink Publishing Company, 10 Spruce street, New York City.

SOLD EVERY OTHER WEEK FOR ANOTHER YEAR.

THE FIRST COVER PAGE.

The first cover page of PRINTERS' INK has been alternately occupied by the Star League papers of Indiana and the *Woman's Magazine*, of St. Louis, for three consecutive years. The price of the page is \$80 per insertion. The present contract of the Star League expires on May 9 and the one of the *Woman's Magazine* on May 30. The present contractors will be given an opportunity to renew. Should a vacancy occur, however, the Butterick Trio has first call for the page and the Lord & Thomas advertising agency of Chicago has the second call.

—From *Printers' Ink* for April 11, 1906.

ST. LOUIS, April 11, 1906.

Printers' Ink Publishing Co., New York, N.Y.:

We note your paragraph on page 36 PRINTERS' INK of April 11th.

As current contract for your front cover page every other week expires May 30, 1906, I wish you would consider this authority for renewal of that contract for one year.

From my personal observations and from inquiries I have made, it is my opinion that PRINTERS' INK is the most thoroughly and carefully read advertising publication in the United States. This is particularly true of Eastern territory. I believe I can say that I have not missed reading an issue of PRINTERS' INK for the past 15 years. As a matter of fact, I was a close student of PRINTERS' INK for a number of years before I became engaged in the advertising business.

Yours very truly,

THE LEWIS PUBLISHING COMPANY.

W. C. Cookley ADV. MGR.